

Wellness Medical Laboratory Privacy Notice

It is the policy of Wellness Medical Laboratory Ltd (WML) to take steps to ensure that your information is kept confidential and secure and to otherwise protect and respect your privacy. WML will only ever collect and process the minimum amount of information required in order to provide our services.

This Notice explains how we obtain, use and disclose your personal information, in accordance with the requirements of the Protection of Personal Information Act no. 4 of 2013 (“POPI Act”).

At WML we are committed to protecting your privacy and ensuring your personal information is collected and used lawfully and transparently.

This Privacy Policy, in conjunction with our Terms and Conditions and Cookie Policy provides the basis for which personal information collected from you, or provided to us from you will be processed by us.

In adopting this Privacy Policy, we aim to ensure your Personal Information is processed lawfully.

Information Security

We are legally obliged to provide adequate protection or security for the personal information we hold and to prevent unauthorised access and use of personal information, as reasonably possible. We cannot however guarantee that your Personal Information will be 100% secure.

Our security policies and procedures include:

When we contract with third parties, we impose appropriate security, privacy and confidentiality obligations on them to ensure that personal information that we remain responsible for, is kept secure.

We will ensure that anyone to whom we pass your personal information agrees to treat your information with the same level of protection as we are obliged to.

How we keep your information secure:

- Store Personal Information in The United Kingdom, other countries which have same or similar laws or we ensure equal protection through contract/ take necessary steps to ensure the same level of protection/ adequate protection
- Not stored for longer than necessary to meet the requirements of the privacy policy/ for the purposes as described in the privacy policy/ original purpose of collection as described in the privacy policy.

Who is the data controller?

WML is an independent provider of laboratory diagnostic services in the UK providing pathology services to the private and public sector.

This policy together with your terms and conditions sets out the basis on which any information:

- WML collects from you
- you provide to WML,
- that will be processed by WML.

Please read the following carefully to understand our views and practices regarding your information and how we will treat it.

WML as a data controller and/or processor

In providing services, WML may be acting as a data processor on behalf of a third parties (such as doctors, healthcare practitioners and clinics) who will themselves be the data controllers. Where acting as a data controller, WML will comply in full with this policy. Where acting as a data processor, WML will be required to act on the instructions of the designated data controllers.

Personal Information WML may collect

Information regarding data subjects that is processed by WML tends to come from the clinicians that you visit for healthcare purposes, but it may also be collected via email, over the phone or any other means of communication. They send us personal information in addition to pathology samples and request tests are carried out upon those samples.

The information provided to WML will include personal data which maybe but not limited to:

- your name, gender, date of birth, address, contact details and medical history;
- clinic details of the requesting medical / healthcare practitioner including secretary information;
- information that is necessary to process invoices including financial, bank and credit card information, medical and insurer specific information such as insurer name and policy/identification details;

You may also give WML information by accessing or filling in forms on its websites or by corresponding with WML via its products and services, by phone, e-mail or otherwise.

We hold the following information about you within our systems;

- Email address
- I.P address
- Subscription time & date

Your Rights:

Access to Your Personal Information

You have the right to request a copy of the personal information we hold about you. To do this, simply contact us and specify what information you require. You will be required to provide us with ID Documents prior to receiving access to your personal information.

Please note that any such access request may be subject to a payment of a legally allowable fee.

Correction of Your Personal Information

You have the right to request correction or deletion of your personal information where your personal information is inaccurate, irrelevant, excessive, out of data, incomplete, misleading or unlawfully obtained. We will require a copy of your ID document to confirm your identity prior to making changes to your personal information we hold about you.

Internet Privacy

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Fair & Transparent Privacy Explained

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your

preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all MailChimp lists, by following this link, otherwise contact the EMS provider.

Cookie Policy

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content or refer you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies. Some cookies will be saved for specific time periods, whereas others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

This policy refers to the term 'Cookie' which includes cookies, and other similar tracking technologies as defined in the EU e-privacy regulation.

By continuing to use this website without changing the settings, you consent to our use of cookies.

What is a Cookie?

A cookie is a small text file, downloaded to your computer or mobile device when visiting a website or application. The website or application asks your browser to store the cookie on your computer or mobile device. The cookie allows the website to recognize your actions and/ or preferences over time.

These are supported by most internet browsers; however, users may set their browsers to decline certain or specific types of cookies. Cookies may further be deleted at any time.

Why do we use cookies?

We utilize cookies to learn your interaction with our content, and thus to improve and tailor your experience when visiting our website.

For example:

- Some cookies may remember your language of preference.
- Some cookies may remember your behavioral preferences so these choices need not be made every time you access our website.

- Cookies may be used to determine your geolocation when calculating shipping costs, or travel distance to the nearest retailer stocking our goods.
- We may use cookies to provide you with tailored content, advertisements, offers, specials, targeted advertisements, or re-market products to you based on your interests.

What types of cookies do we use?

- First and Third-Party Cookies.
- Session Cookies.
- Persistent Cookies.

How are cookies used for advertising purposes?

Cookies and other relevant tracking technologies help us deliver relevant advertisements to you, in a more effective manner. They enable us to collect aggregated data, and performance reporting for advertisers. They allow us to determine what advertisements have been sent to you, thus enabling improved understanding and delivering of advertisements to you.

This may be opted out from, however in such an event, it will not prevent advertisements from being displayed to you, but rather prevent relevant advertisements based on your interests from reaching you.

How are third-party cookies used?

Some functionality on our website utilises third-party suppliers, for example through links to products not of ours. When visiting a page with embedded links to listed third-parties, these may contain third party cookies, to which we ask that you consult their Privacy Policies as well regarding their use of cookies.

How can I delete or block cookies from my computer?

You may choose to clock or delete all or specific types of cookies by clicking on our cookie preferences on our website. This will allow you to change your preferences for our website.

Alternatively, you can consult the settings on your browser to allow you to change the preferences for our, or third-party websites.

It must be noted that most browsers automatically accept cookies, meaning you must actively consult your settings should you wish to block or delete cookies permanently. This may however affect the functionality of ours, or specific third-party websites as a result.

By using our website without deleting or rejecting cookies, you agree that we can place cookies that have not been deleted or rejected on your device.

The use of Google Analytics

Our website uses Google Analytics 4. This is a web analytics service, provided by Google Inc (Google). This service uses cookies, in line with the definition as provided in this Cookie Policy, in order to analyse how users interact with our website. This information generated will be transferred to and stored by Google in the United States of America. This information will be used by Google to evaluate your use on this website, and compile reports on the activity on our website for website operators, and provide other services relating to website activity and internet usage.

Google may transfer this information to third-parties when required by law, or where third parties process the information on behalf of Google under a processing agreement. Your IP address will not be associated by with other data stored or held by Google.

You may refuse the use of cookies by changing the settings on your browser, or through the functionality as provided through our website (add link to cookie settings). This may however affect the full functionality of this website.

By continuing to use this website, without changing cookie preferences on this site, or on your browser, you consent to the use of cookies and the processing of data produced as a result, by Google for the above mentioned purposes.

Disclosure of your information

WML may share your information with selected third parties including:

- business partners, referral laboratories, suppliers, insurers, logistics companies, debt management agencies, and sub-contractors required for the performance of any contract WML enter into with them, you or your clinician;
- for the purpose of investigating any potential legal claims against WML, your information may be shared with our insurers in order to obtain insurance advice and services
- National screening or public health monitoring schemes such as Public Health England;

When WML shares such information, it will ensure that it is only sharing as much information as is required to fulfil the purpose for which it is sharing it.

WML may also disclose your information to third parties if WML are under a duty to disclose or share your information in order to comply with any legal obligation. This includes

exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights

Under the General Data Protection Regulation you are given certain rights to control aspects of the processing of your information. You can exercise these rights at any time by contacting WML via the methods set out in the Contact section below.

Contact

Questions regarding this privacy policy are welcomed and should be made in writing to:

Wellness Medical Laboratory Ltd, 204 Fulham Rd, Chelsea, London, SW10 9PJ

info@wellnessmedicallaboratory.com

If you would like to lodge a complaint directly with the Information Commissioners Office please use the details provided on their website: [Contact us | ICO](#)