LISCLARE
DATA PRIVACY NOTICE

1. Introduction

At Lisclare, we are committed to protecting and respecting your privacy. This Privacy Notice explains clearly how we collect, use, store, and safeguard your personal data when you interact with us.

This notice applies to data collected through:

- Our official website and online contact forms.
- Direct business interactions, customer service inquiries, product orders, and medical equipment consultations.
- Professional communications, subscriptions, and account management.

Please read this policy carefully to understand our practices regarding your personal data. If you have any questions or concerns about our privacy practices, please contact us using the details provided below.

2. Who We Are

Lisclare is the data controller responsible for your personal data.

Company Name:	Lisclare
Registered Address:	Montgomery Business Park, Montgomery Road, Belfast, BT6 9HL
Email Enquiries:	marketing@lisclare.com
Telephone:	0300 303 4790

3. What Information We Collect

We collect personal information necessary to deliver our specialised healthcare products and services effectively. Depending on how you interact with us, this may include:

- **Contact & Business Data:** Names, professional email addresses, telephone numbers, delivery addresses, billing addresses, job titles, and organization/facility names.
- **Transactional Data:** Details regarding product inquiries, quotations, equipment purchases, maintenance requests, and order histories.

- **Technical & Usage Data:** IP addresses, browser types, and website activity collected via automated means when you browse our site.
- **Communication Data:** Information provided when completing contact forms, requesting product brochures, or contacting customer support.

Note: We do not intentionally process special category personal data (such as health or medical records) through standard web or sales channels unless specifically required and authorized for bespoke equipment orders or clinical assessment support.

4. How We Use Personal Information

We process your personal data for the following business and service-related purposes:

- **Fulfilling Orders & Services:** Processing transactions, delivering equipment, managing billing, and providing ongoing maintenance.
- **Customer Support:** Responding to enquiries, providing technical product guidance, and delivering post-purchase assistance.
- **Business Communications & Marketing:** Sending relevant product updates, business information, newsletters, and promotional materials.
- **Account Administration:** Managing supplier, healthcare provider, business customer, and partner accounts.
- **Legal & Regulatory Compliance:** Meeting accounting standards, preventing fraud, and fulfilling health, safety, or medical device tracking obligations.

5. Legal Basis for Processing Personal Data

We only process your personal data when we have a valid legal ground under the UK GDPR:

- **Contractual Necessity:** Processing is required to fulfill a contract with you or to take pre-contractual steps (e.g., processing order requests or providing quotes).
- **Legitimate Interests:** Processing is necessary for our legitimate business interests, such as providing quality customer service, improving our product offerings, and marketing to existing business clients.
- **Legal Obligation:** Processing is necessary to comply with statutory, financial, and regulatory requirements.
- **Consent:** Where required, we rely on your explicit consent (e.g., for direct email marketing subscriptions). You may withdraw your consent at any time by contacting us or selecting 'unsubscribe' in our emails.

6. When We Share Personal Data

We treat all personal information confidentially. We only share data with trusted third parties where necessary to operate our business or fulfill services, including:

- **Logistics & Delivery Partners:** Couriers and freight services to deliver equipment to designated healthcare facilities or residential addresses.
- **IT & System Providers:** Third-party vendor partners hosting our website, database infrastructure, and internal enterprise systems.
- **Professional Advisers:** Auditors, legal advisors, or insurers where strictly necessary for operational governance.
- **Legal Authorities:** Regulatory bodies, law enforcement, or statutory entities if required by law.

All third-party processors are bound by strict contractual obligations to handle your data securely and solely in line with our instructions.

7. Where We Store and Process Personal Data

Your data is primarily stored and processed within the UK and the European Economic Area (EEA). If we transfer data to third-party service providers outside the UK/EEA, we ensure appropriate safeguards are in place—such as Standard Contractual Clauses (SCCs) or UK adequacy decisions—to protect your personal information to the standard required by UK GDPR.

8. How We Secure Personal Data

We implement robust technical and organisational measures to safeguard your personal data, including:

- Restricting data access strictly to authorised personnel on a need-to-know basis.
- Utilising secure server infrastructure, firewalls, standard access controls, and data encryption where appropriate.
- Conducting regular reviews of our IT security practices and providing data protection training to staff.
- Maintaining robust disaster recovery and business continuity procedures.

9. How Long We Keep Your Personal Data For

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected, including satisfying legal, accounting, or reporting requirements.

- **Customer & Order Records:** Typically retained for 6 to 7 years following contract completion to satisfy legal and statutory financial record-keeping standards.

- **Marketing Contacts:** Retained until you opt out or withdraw consent.

When personal data is no longer required, it is securely deleted, shredded, or permanently anonymized.

10. Your Rights in Relation to Personal Data

Under UK data protection laws, you possess the following rights:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete personal data.
- **Right to Erasure:** Request deletion of your personal data where there is no legal requirement for its continued retention.
- **Right to Restrict or Object:** Object to or request restriction of processing under certain legal conditions.
- **Right to Data Portability:** Request transfer of your data to another organization.
- **Right to Withdraw Consent:** Withdraw consent at any time where processing is based on consent.

To exercise any of these rights, please contact us using the details below. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk if you believe your data has been handled improperly.

11. Automated Decision-Making and Profiling

Lisclare does not engage in automated decision-making or profiling that produces legal or significant effects on individuals.

12. Cookies and External Links

Our website uses cookies and similar tracking technologies to optimize user experience and analyze website traffic.

Our digital channels may contain links to external third-party websites. Lisclare is not responsible for the privacy practices or content of these external sites.

13. How to Contact Us

If you have any questions, concerns, or requests regarding this Privacy Notice or our handling of your personal data, please reach out to us:

Lisclare – Data Protection Lead
Address: Montgomery Business Park, 38 Montgomery Road, Belfast, BT6 9HL
Email: marketing@lisclare.com Telephone: 0300 303 4790