

# Privacy policy

## Inhale Pure Oxygen Therapy

## Confidentiality Statement

This policy contains information confidential and proprietary to Inhale Pure Oxygen Therapy. This document contains information that is confidential or otherwise protected from disclosure and shall not be disclosed without prior approval.

## Document version control

The document owner is Keith Barrow.

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## Contacts

Company	Contact
Inhale Pure Oxygen Therapy	<a href="mailto:info@inhalepureoxygen.co.uk">info@inhalepureoxygen.co.uk</a>

## Definitions

The definition of the Data Controller, Data Processor, Data, Personal Data, Processing is in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation up to 31st December 2020, thereafter the UK GDPR.

**“Client, You or Your”** means the individual ordering the Services from Us.

**“Data Protection Act 2018”** means the data protection laws in the UK, including amendments The Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (effective on exit day) (“DPPEC”).

**“EU GDPR”** means The General Data Protection Regulation (EU) 2016/679 (GDPR) is a regulation in EU law on data protection and privacy for all individual citizens of the European Union (EU) and the European Economic Area (EEA). Where a UK business is providing service to an EEA Customer a UK business will need to comply with the UK GDPR and where applicable EU GDPR.

**“UK GDPR”** means the Regulation (EU) 2016/679 as per the definition in the updated Data Protection Act 2018. Thereafter, from the 31st December 2020, data protection to be governed by the UK GDPR and Data protection Act 2018. Where a UK business is providing service to an EEA Customer a UK business will need to comply with UK GDPR and EU GDPR.

**“ICO”** means the information commissioner’s office.

**“Services”** including but limited to Hyperbaric Oxygen Chamber and Hydrogen Therapy.

## 1. Introduction

This privacy policy governs the use of Inhalepureoxygen, (**“Our,We,Us”**) website (<http://www.inhalepureoxygen.co.uk>), and sets out the basis in the way We collect or provided by You any Personal Data, the way in which We process Your (**“You, Your”**) Personal Data. By using Our website. You agree and accept the terms of this privacy policy in conjunction with the terms and conditions. If You do not agree with this then do not use Our Website.

## 2. The information We may hold about You

### 2.1 What Personal Data do we collect?

For most of the Services required We may collect Personal Data as per the table in 2.2 below.

### 2.2 Why do we collect this information?

We use the Personal Data for purposes listed below for Our Clients related to the Services:-

Subject	Role	Purpose and type of activities	Lawful basis for processing	Special Category purpose (DPA 2018)	Personal Data
Hyperbaric Oxygen Chamber and Hydrogen therapy.	We collect or determines, Data Controller.	To provide therapy.	Performance of a contract	Not applicable	Surname, first name, address, postcode, phone number, email, IP address, blood pressure reading.
Deal with regulatory or legal queries	Data Controller	To contact legal or regulatory authority under a legal obligation.	Legal obligation	Not applicable	Subset of the above.
Website responses	Data Controller	To respond to enquiries with Our website or contact on social media.	Legitimate interest/ Performance of a contract	Not applicable	Subset of the above.
Marketing (business) and advertising including online or mail.	Data Controller	To provide blogs, newsletters, email campaign, social media.	Consent (unless opted out)	Not applicable	Subset of the above.

### 2.3 How is this information collected?

We may collect Your details from contact us form, direct emails enquiries or as part of Our Services. Any Website tracking information related to device specific, collecting information about e.g. web analytics etc if applicable.

## 2.4 Use of the information collected?

The Personal Data is used to contact You via email or other means about Our service provision as per 2.2 above and to identify You when You engage with Us. Our partners who are instructed by Us on Our behalf in delivering any part of service to You in 2.2 above. For marketing Our services to You except where You have withdrawn or opted out to receive any marketing from Us.

Any third party which We use for Data Processing will only process for example the email, until such time either the Personal Data is deleted on exit of a contract or a right which is exercised e.g. right to erase or withdraw of consent.

## 3. Cookies, web analytics traffic

A Website may have number of small scripts running in the background to capture web traffic data or retain session information about You. Our Website may use the listed cookies below:-

Type	Company	Use
Google Analytics	Google	Web analytics online service which tracks and reports website traffic.
Social media pixels (Facebook)	Facebook/Meta	Online social media in relation to lead generation with inMail, messaging, posts, marketing campaigns.
Search Engine optimisation	SE Ranking	In relation to websites SEO ranking.

Company	Cookie Name	Expiration Time	Cookies use
Facebook	datr fr lu	2 years from the creation time	Uses a unique identification to make sure that any advertising you see from us on Facebook, is relevant and personalized.
Google	UserSetting	Session	User's internet browser colour and location preferences
SE Ranking	<a href="https://seranking.com/legal/cookie-policy.html">https://seranking.com/legal/cookie-policy.html</a>	See link	Various SEO cookies

You may be able to disable some cookies on Our Website under their browser settings and it may affect the way a Website operates. You can find further information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org)

## 4. Third parties

We work with a few trusted third parties delivering any of the services mentioned above in section 2, who sign up to or adopt similar level of privacy as Inhale Pure Oxygen privacy policy concerning how they handle Personal Data. You may obtain a list of third parties who process Your specific data by request to [info@inhalepureoxygen.co.uk](mailto:info@inhalepureoxygen.co.uk)

## 5. Marketing

We may contact You from time to time and send You details of services that We provide which may be of interest to You. We may share Your information with other third parties to contact You about services which may be of interest to You with in house marketing. Any external marketing lists used shall be subject to approved consents where applicable. If You do not wish to receive such requests in the future, please contact Us to withdraw.

## 6. Your rights

As a Client, You have several rights in relation to Personal Data some are listed below. Where applicable We will respond to the above requests within thirty (30) days or notify as to who should be responding.

### 6.1. Subject access requests

If You wish to submit a subject access request, on the information We may hold about You then please email [info@inhalepureoxygen.co.uk](mailto:info@inhalepureoxygen.co.uk) Where We are acting as the Data Controller of the Personal Data We will respond. However, where We are acting as the Data Processor or a third party We will pass Your request onto the relevant Data Controller to respond directly. There is no charge of this except where such request is excessive it may be chargeable.

### 6.2. Inaccurate Personal Data

Where We collect or use the Personal Data and which You believe is incorrect the please contact Us with a request to amend the Personal Data.

### 6.3. Request to withdraw, erase and portability of Personal Data

If You wish to submit a request in relation to withdrawing consent, erase or port Your Personal Data We may hold on You then please contact Us.

The ICO guidelines provide that some rights may not apply right to object (excluded under contact, legitimate interest or public tasks),

erase (excluded under legal obligation or public tasks), portability (excluded under legal obligation, vital interest, public tasks, legitimate interests).

## 7. Retention of Personal Data

We will retain records no longer than they are required in accordance with Our retention policy or as up to 36 months if You withdraw/erase earlier then the Personal Data will be deleted exceptions for example legal etc reasons held for longer. On exit of a service for example Website hosting with database, We will delete the Personal Data collected.

## 8. Personal Data outside the EEA

If any of website design or hosting services are provided outside of the EEA and Personal Data may be transferred by Us in order to provide You service to You in 2.2 above. Where We transfer any Personal Data outside the European Economic Area (EEA) this will be subject to either model agreements or binding corporate rules to ensure that higher level of data privacy are applied.

## 9. Links to other websites

Our Website may contain other website links or content for interest. On entering the other website, We will have no control once You exit Our Website. We exclude all responsibility and liability for any Personal Data which You may submit. If You are not sure about entering Personal Data on these other websites, please review their privacy policy.

## 10. Disclosure of information

We reserve the right to disclose collected Personal Data or any other supporting information in response of a court order, legal action, where consent is given, acquisition, regulator body where such disclosure is required law or regulation.

## 11. Contacting Us

If You have any questions in relation to this privacy policy please contact the regarding data privacy at [info@inhalepureoxygen.co.uk](mailto:info@inhalepureoxygen.co.uk)