



Breathing Solutions UK Ltd

BREATHING SOLUTIONS (UK) LTD – PRIVACY AND COOKIES POLICY

This privacy and cookies policy (“Policy”) applies to your use of www.breathingsolutions.uk (“Website”). This Policy sets out the basis on which we may collect personal data from you, or that you have or will provide to us, and how we may process your personal data. It also provides information on how we use cookies. This Policy should be read alongside our Website Terms of Use (see Website), which tells you the terms on which you may use the Website, and our Sales Terms (see Website), which tells you the terms which apply when you buy products from the Website.

We are committed to preserving and respecting your privacy. Please read this Policy to understand how we use and protect the information that you provide to us.

The Website is owned and operated by Breathing Solutions (UK) Ltd (“us”, “we” or “our”). We are a company incorporated in Scotland under company number SC305591 and have our registered office at c/o McLay, McAlister, McGibbon LLP, 145 St. Vincent Street, Glasgow, G2 5JF. For the purpose of the Data Protection Act 1998, we are the data controller.

By using the Website or by otherwise providing us with your information, you consent to the collection, storage, use and transfer of your information under the terms of this Policy. You warrant that any data provided by you on the Website is accurate.

INFORMATION THAT WE COLLECT FROM YOU

We collect information about you:

- that you provide to us when you use our Website, including information you provide when you order products on our Website, fill in any forms on our Website, register to use our Website, subscribe to our Website, participate in discussion boards or other social media functions on our site or enter a competition or promotion on our Website
- if you contact us by phone, email or otherwise, we may keep a record of that correspondence
- technical information about your visits to our Website including, but not limited to, your IP (Internet Protocol) address used to connect your device to the internet and our Website, traffic data, location data, log data, your browser settings, the date and time of your visits, and details regarding which pages, products or resources on our Website you access. When you visit the Website our servers automatically record this type of information
- where you complete surveys that we use for research purposes.

The type of information we collect from you may include:

- where you order products from the Website: your full name, email address, postal address and possible telephone number and payment information
- technical information about your visits to the Website
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

USE OF YOUR INFORMATION

We use your information:

- to enable us to supply you with the products, services and information which you have requested
- to analyse the information we collect from you in order that we can examine trends and patterns in the information and improve our products and services
- to ensure that content from our Website is presented in the most effective manner for you and your device
- to contact you in order to send you details of our products and services which may be of interest to you
- to contact you for your views on our products and services
- for our internal record keeping
- for all other purposes consistent with the proper performance of our operations and business

WHERE WE STORE YOUR INFORMATION

All information you provide to us is stored on our secure servers.

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff based outside of the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

DISCLOSURE OF YOUR INFORMATION

The information you provide to us will be treated as confidential. However, we may disclose your information to other third parties who act for us for the purposes set out in the policy or for purposes approved by you.

We may disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our website Terms of Use (see Website) and other agreements
- to protect our rights and property, or our safety and our users' safety
- for the purposes of preventing or reporting any illegal or immoral activity

We will not sell, distribute or lease your personal data to third parties other than in accordance with this Policy, unless we have your permission or are required by law to do so.

YOUR RIGHTS - MARKETING

We may contact you by post, text message, phone or email to ask for your views about our products and services, or to tell you about our products and services which we feel may be of interest to you.

If you do not wish to be contacted by us by any of these means, then please contact us on the details below.

YOUR RIGHTS - COPIES AND CORRECTIONS

You have the right to ask for a copy of your information held by us in our records in return for which we may charge a small fee. You also have the right to require us to correct any inaccuracies in your information.

SECURITY

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Website. Any transmission is at your own risk. We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Your data may be stored by third parties on our behalf. We, and our third party contractors, employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction or damage.

Please help us keep our records updated by informing us of any changes to your email address and other contact details.

LINKS TO OTHER WEBSITES

Our Website may contain links to other websites of interest. If you use these links to leave our Website, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information you provide whilst visiting such sites and such sites are not governed by this Policy. You should exercise caution and check the terms and conditions and privacy policies which apply to third party websites.

COOKIES

Our Website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer, if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- Category 1 - Strictly necessary cookies. These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to use a shopping cart or make use of e-payment services
- Category 2 - Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily
- Category 3 - Functionality cookies. These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region)
- Category 4 - Targeting cookies. These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose

When entering this Website, you will have been informed that we intend to use cookies and asked whether or not you consent to this. Depending on your response, one of the following three scenarios will apply:

- if you click “No thanks” or otherwise follow the process to opt out of cookies, we will not store any cookies on your hard drive for the duration of your visit, however you may not be able to access all parts of our site, and you may be asked the same question about cookies the next time you visit the Website
- if you click “Yes, that’s fine”, your consent will be saved and you will not be asked again about cookies on subsequent visits to the Website
- if you navigate to another page on the Website without choosing either option, your consent will be implied and we will use cookies for the duration of your visit. You may be asked the same question about cookies the next time you visit the Website.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Most web browsers allow some control of most cookies through the browser settings. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

CHANGES TO OUR PRIVACY POLICY

We may amend this policy from time to time. If we make any substantial changes we will notify you by posting a prominent notice on our Website.

CONTACT US

If you have any queries concerning your personal information or any questions on our use of the information then please contact us at:

Email: info@breathingsolutions.co.uk

Post: Breathing Solutions UK Ltd, 51 Main Street, Gorebridge, Midlothian EH23 4BX, United Kingdom

Thank you for visiting the Website.