
PRIVACY POLICY

BACKGROUND:

APA **Parafricta** Ltd understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Our Site”	means this website, www.parafricta.com ; and
“We/Us/Our”	means APA Parafricta Ltd, a limited company registered in England under 5174395, whose registered address is I-Lab Bedford, Stannard Way, Bedford, MK44 3RZ.

2. Information About Us

- 2.1 Our Site, www.parafricta.com, is owned by APA Parafricta Ltd and operated on our behalf by Kit Happens Ltd whose main trading address is 2 Walker Avenue, Wolverton Mill, Milton Keynes, MK12 5TW
- 2.2 APA Parafricta Ltd is registered with the UK Medicines & Healthcare products Regulatory Agency as a supplier of class 1 medical products.

3. Scope – What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. Data Collected

Some data will be collected automatically by Our Site, other data will only be collected if you voluntarily submit it. Depending upon your use of Our Site, we *may* collect some or all of the following data:

- 4.1 name;
- 4.2 date of birth;
- 4.3 gender;
- 4.4 business/company name
- 4.5 job title;

- 4.6 profession;
- 4.7 contact information such as email addresses and telephone numbers;
- 4.8 demographic information such as post code, preferences and interests;
- 4.9 financial information such as credit / debit card numbers;
- 4.10 IP address (automatically collected);
- 4.11 web browser type and version (automatically collected);
- 4.12 operating system (automatically collected);
- 4.13 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);

5. How Do We Use Your Data?

- 5.1 All personal data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see section 6, below.
- 5.2 We use your data to provide the best possible products and services to you. This includes:
 - 5.2.1 Supplying Our products and services to you;
 - 5.2.2 Personalising and tailoring Our products and services for you;
 - 5.2.3 Responding to communications from you;
 - 5.2.4 Supplying you with email communications that you have subscribed to (you may unsubscribe or opt-out at any time by contacting us;
 - 5.2.5 Market research;
- 5.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email AND/OR telephone AND/OR text message AND/OR post with information, news and offers on Our products AND/OR services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.

6. How and Where Do We Store Your Data?

- 6.1 We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it.
- 6.2 Your data will only be stored within the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein).
- 6.3 Data security is of great importance to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.
- 6.4 Notwithstanding the security measures that We take, it is important to

remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

7. Do We Share Your Data?

- 7.1 We may share your data with other companies in Our group. This includes Our subsidiaries and Holding Company (if applicable).
- 7.2 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- 7.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.
- 7.4 In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

8. What Happens If Our Business Changes Hands?

- 8.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
- 8.2 In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

9. How Can You Control Your Data?

- 9.1 When you submit information via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details).
- 9.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the

Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

10. Your Right to Withhold Information

You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

11. How Can You Access Your Data?

You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held) on payment of a small fee which will not exceed £10. Please contact Us for more details at sales@parafricta.com, or using the contact details below in section 12.

12. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at sales@parafricta.com, by telephone on 01234 834525, or by post at I-Lab Bedford, Stannard Way, Bedford, MK44 3RZ. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

13. Changes to Our Privacy Policy

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.