

## EK Interactive Innovations Ltd Privacy Policy

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### Introduction

Here at EK Interactive Innovations Ltd we understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website and uses our services.

Please read this Privacy Policy carefully and ensure that you understand it.

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

**“personal data”**

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

and

**“We/Us/Our”**

Means EK Interactive Innovations Ltd, a limited company registered in England under company number 13281982, whose registered address is Units 1&2 The Croft, Buntsford Business Park, Buntsford Drive, Bromsgrove, Worcester, B60 4JE

At EK Interactive Innovations Ltd we may act as either a data controller or as a data processor according to how you access our services. You may access our services in one of six ways:

#### As a Website Visitor

A Visitor to this website. EK Interactive Innovations Ltd acts as **Data Controller**.

#### Survey Account Holder

A customer who has a Survey account in order to collect survey data. In this situation EK Interactive Innovations Ltd acts as **Data Processor**.

### Survey Respondent

A Survey respondent who is completing surveys generated by our system. EK Interactive Innovations Ltd acts as **Data Processor**.

### Hardware Customer

A customer who has purchased our kiosks or other hardware, with or without a Survey Account. EK Interactive Innovations Ltd acts as **Data Controller**.

### Self-Health Kiosk Customer

A customer who has purchased our self-health kiosks. EK Interactive Innovations Ltd acts as **Data Controller**.

### Self-Health Kiosk User

A user of our self-health kiosks. EK Interactive Innovations Ltd acts as **Data Controller**.

## Your Rights

As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:

- The right to be informed about Our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact Us to find out more or to ask any questions.
- The right of access to the personal data we hold about you;
- The right to rectification if any personal data We hold about you is inaccurate or incomplete, please contact Us;
- The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, but if you would like Us to delete it sooner, please contact Us);
- The right to restrict (i.e. prevent) the processing of your personal data;
- The right to data portability. This means that, if you have provided personal data to Us directly, We are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask Us for a copy of that personal data to re-use with another service or business in many cases.
- The right to object to Us using your personal data for particular purposes; and
- Rights with respect to automated decision making and profiling. We do not use your personal data in this way.

If you have any cause for complaint about Our use of your personal data, please contact Us and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

## Website Visitor Privacy

This section of the Privacy Policy applies only to your use of [www.ekinteractiveinnovations.co.uk](http://www.ekinteractiveinnovations.co.uk). Our Site may contain links to other websites. Please note that 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.

### What data do we collect?

- We do not collect not collect any personal data from you. We do not place cookies on your computer or device, nor do We use any other means of data collection.
- If you send Us an email, We may collect your name, your email address, and any other information which you choose to give Us.

### How do We use your data?

- If We do collect any personal data, it will be processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under GDPR at all times.
- As noted above, We do not generally collect any personal data. If you contact Us and We obtain your personal details from your email, We may use them as follows:
  - To reply to your email
  - To send you information that we think will interest you
- You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- We will not share any of your details with any third parties without your consent.

### How and where do we store your data?

- We will only keep your personal data for as long as We need to in order to use it as described above, and/or for as long as We have your permission to keep it.
- Your data will only be stored in the UK

### How can you access your data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable and We will provide any and all information in response to your request free of charge. Please contact Us for more details at [support@ekinteractiveinnovations.co.uk](mailto:support@ekinteractiveinnovations.co.uk)

## Survey Account Holder Privacy

Survey account holders include all customers who are using our services in order to collect survey data. In this situation EK Interactive Innovations Ltd acts as **Data Processor**.

#### What data do we collect?

We process your data as a legal requirement of fulfilling our duty to provide services under contract to you. Your survey response data is processed under direction from you. The data we collect includes:

- Account and billing information
- Account settings – for example log-in details of users' names and email addresses and of team/service hierarchies
- Survey questions and answers whether given to us to create or uploaded to the system by you.
- Email/Contact Us form or live chat support details

#### How do we use your data?

Our use of your data is for the purpose of supplying you with the service we have been contracted to provide. This includes:

- To provide you with the means to create surveys and collect response data
- To provide you with customer support
- To contact you regarding details of your account and the service we are providing to you

#### How and where do We store your data?

Data collected through our survey system is co-located on servers based at a UK Tier IV data centre which is ISO270001 compliant; a state of the art storage facility with the latest in redundant power, environmental control and networking technology. We will not share your survey data without your explicit consent.

We will retain your survey data for the period specified by you under your contract with us.

## Survey Respondent Privacy

Survey Respondents include anyone who has completed a survey response on a survey created by Our system.

#### What data do we collect?

Survey responses are collected and stored on behalf of the Survey account holder at their instruction – in the main these surveys are anonymous but they may ask you to provide personal information.

#### How do we use your data?

Your response data is used to fulfil the contract we have with the Survey Account Holder. They are responsible for how your data is managed. This will usually be undertaken in line with their own data protection and handling policies, so, for example, if you have completed a Friends and Family Test survey, your response will be handled according to the Data Protection guidelines of the NHS provider you have used.

### How and where do We store your data?

Data collected through our survey system is co-located on servers based at a UK Tier IV data centre which is ISO270001 compliant; a state of the art storage facility with the latest in redundant power, environmental control and networking technology. We will only share your data according to the instruction of the Survey Account Holder.

Data retention is controlled by the Survey Account Holder. If they have a self-managed account they will be able to supply you with access to your data or remove you from their records. If we manage their account we will do this at their request. If you have any queries regarding the handling of your response data please contact the Survey Account Holder.

## Hardware Customer Privacy

A customer who has purchased our kiosks or other hardware, with or without an Survey Account.

### What data do we collect?

We process your data as a legal requirement of fulfilling our duty to provide services under contract to you. The data we collect includes:

- Account and billing information
- Account settings – for example log-in details of users names and email addresses and of team/service hierarchies
- Remote Site Survey and Connectivity details (if applicable)
- Email/Contact Us form or live chat support details

### How do we use your data?

Our use of your data is for the purpose of supplying you with the service we have been contracted to provide. This includes:

- To install your hardware at your chosen location
- To provide you with customer support
- To contact you regarding details of your account and the service we are providing to you

### How and where do We store your data?

- We will only keep your personal data for as long as We need to in order to use it as described above, and/or for as long as We have your permission to keep it.
- Your data will only be stored in the UK

## Self-Health Kiosk Customer Privacy

A customer who has purchased our kiosks and associated peripheral hardware.

### What data do we collect?

We process your data as a legal requirement of fulfilling our duty to provide services under contract to you. The data we collect includes:

- Account and billing information
- Account settings – for example log-in details of users names and email addresses and of team/service hierarchies
- Remote Site Survey and Connectivity details (if applicable)
- Email/Contact Us form or live chat support details

#### How do we use your data?

Our use of your data is for the purpose of supplying you with the service we have been contracted to provide. This includes:

- To install your hardware at your chosen location
- To provide you with customer support
- To contact you regarding details of your account and the service we are providing to you

#### How and where do We store your data?

- We will only keep your personal data for as long as We need to in order to use it as described above, and/or for as long as We have your permission to keep it.
- Your data will only be stored in the UK

## Self-Health Kiosk User Privacy

#### What data do we collect?

After giving consent for their data to be collected and stored in their patient record, patients are verified against their patient record via their name and date of birth to allow them to continue. They then complete basic health checks by answering questions and using the integrated peripheral devices (e.g. blood pressure machine). The data collected is stored directly into the patient administration system (PAS) at the GP surgery. No data is stored on the kiosk. No data is accessible to EK Interactive Innovations Ltd.

#### How do we use your data?

EK Interactive Innovations Ltd do not collect, use, store, view or delete any of the data. Data entered onto the self-screening kiosk by the patient is not stored on the kiosk, it is integrated into the patient record (PAS system) via API.

#### How and where do We store your data?

EK Interactive Innovations Ltd do not collect, view, store or use any of the data entered into the patient record via the self-screening kiosk.

## Contact Us

If you have any questions about this Privacy Policy please contact us by email at [support@ekinteractiveinnovations.co.uk](mailto:support@ekinteractiveinnovations.co.uk), or by telephone on 01223 812737. Please ensure

that your query is clear, particularly if it is a request for information about the data we hold about you.

## **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). 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.