

Primahc Ltd

Privacy Statement

Who we are

We are a private limited company which owns and manages the following businesses:

- **Target Training** - This training agency is based in Rowley Regis and works both with individuals and businesses to assess and deliver their training needs.
- **Medical Studies Europe** – assists students wishing to study medicine, dentistry or veterinary science secure university places in Europe and non-European countries.

What is a privacy statement?

A privacy statement is a statement by the Company to those who use our services, and describes how we collect, use, retain and disclose personal information which we hold.

Why we have a privacy statement?

Primahc Ltd recognises the importance of protecting personal and confidential information in all that we do and we take care to meet our legal and regulatory duties including compliance with The General Data Protection Regulation (GDPR) 2016.

This statement is one of the ways in which we can demonstrate our commitment to our values and being transparent and open. This statement also explains what rights you have to control how we use your information.

What we are governed by?

The key pieces of legislation/guidance we are governed by are:

- Data Protection Act 1998
- General Data Protection Regulations 2016

What is the lawful basis for us processing personal data?

We are committed to ensuring that personal data which we collect and use is carried out in accordance with the applicable data protection laws.

We will only collect, process and share your information where we are satisfied that we have the lawful basis to do so.

This may be because:

- You have provided your consent to us using your personal information
- Our use of your information is necessary to perform our contract with you, for example processing your booking and providing services according to the terms of our agreement with you.

2.

- We will use your information in order to meet legal obligations such as those placed on us by our regulators, tax officials and law enforcement agencies.
- We will use your information where it is in our legitimate commercial interests e.g. to use to improve our services, or to keep people informed about our product range and services. We will always look after and protect such information and ensure that your privacy rights are protected. You have the right to object to the processing of any personal information we have obtained about you.

Why and how we collect information

We may ask for and hold personal confidential information about those who use our services to support the delivery of the services we provide.

This information may include:

- Basic details such as name, address, date of birth, next of kin.
- Details of academic achievements including certificates / awards
- Medical information
- Information provided by an employer concerning training needs in relation to training being provided by us

We collect the following information:

- Admission Forms consisting of Name, date of birth, contact details, home address and any medical information. We also record any background educational information provided including examination attainments personal interests, ethnic background and spoken languages.
- Copy of your passport
- Certified copies of academic certificates
- Certified Medical Certificates
- Documentation (where relevant) concerning previous academic studies and attendance.

How we use information:

We use your personal information in a number of ways, including your name, address, payment information, and in some circumstances travel document information in order to process your request to access those products and services we provide.

Failure to provide the information requested by us will result in our inability to process your request. In addition, we use personal information to:

- To review the services we provide to ensure they are of the highest standard
- To identify training needs
- Plan our services.

How information is retained and kept safe

Information is retained in secure electronic and paper records and access is restricted to those who need to know.

To facilitate communication, we collect personal contact details including phone contact information, home addresses and email addresses. We do not rent or trade email lists or any other contact details with other organisations or businesses.

We will not pass on personal information which we hold to anyone outside of our organisation without your consent unless we are legally or contractually required to do so. All information is regarded as confidential and will be kept safe and secure to protect your confidentiality.

The Data Protection Act 1998 regulates the processing of personal information. Strict principles govern the use of information and our duty is to ensure it is kept safe and secure.

How long do we retain information

We retain personal information about you for the period necessary to fulfil the purposes outlined in this Statement, unless a longer retention period is required or permitted by applicable law e.g. transaction records which we keep for seven years for tax and accounting needs. We retain other personal information for shorter periods of time if possible and if permitted by law.

We will destroy your personal information as early as practicable and in a way that the information may not be restored or reconstructed.

If printed on paper, the personal information will be destroyed in a secure manner, such as by cross-shredding or incinerating the paper documents or otherwise and, if saved in electronic form, the personal information will be destroyed by technical means to ensure the information may not be restored or reconstructed at a later time.

Cookies and other tracking technologies

We use cookies and other tracking technologies on our websites to improve our products and services and also our marketing.

This site uses Google Analytics for website analytics and you can find information about their privacy policy here: <https://support.google.com/analytics/answer/6004245?hl=en>

Your data may also be sent through Cloudflare, our Domain Name System (DNS) provider and BestWebHosting, our Virtual Private Server (VPS) host however we do not control these systems and we do not send any personal data directly to them.

SSL is used on our sites to provide a secure channel for devices operating over the internet.

4.

Articles on our site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies (see below), embed additional third-party tracking, and monitor your interaction with that website's content. This may include tracking your interaction with the embedded content if you have an account and are logged in to that website.

A contact form is used on our sites to obtain contact information users. The data you enter is emailed to us where it is kept for administrative purposes. Your data will never be sold to third parties for marketing purposes unless there is a legal obligation to.

Further information concerning cookies may be found via our website.

The person responsible for data protection compliance for Prima Healthcare Ltd is Mr Tony Gentle who can be contacted at:

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21.05.2018