

Digital.Flu.co.uk Privacy Policy

This privacy policy sets out how we use and protect information provided when using www.digitalflu.co.uk. The site is owned and operated by Healthy Performance Ltd, who are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website or otherwise accessing our services, then you can be assured that it will only be used in accordance with this privacy statement, which was updated in August 2021.

What information do we collect?

We may collect one or more the following information when using www.digitalflu.co.uk:

- Your work or personal email address
- An additional security question (such as your employee number)
- Your Postcode

We will only collect your email address (which will usually be your work email address unless we permit otherwise from time to time at our absolute discretion) and your postcode/geographical location to suggest participating pharmacies in your area.

What we do with the information we gather?

We require information to understand your needs and provide a better service including the following:

- Either your work/personal email address - depending on your company restrictions, to activate your voucher
- Additional security question (eg employee number) - to validate you are an employee of your organisation.
- Postcode – so that we can estimate usage of vaccinations across the UK. This information will only be used as aggregated data to help us improve service quality by understanding where vouchers are being used.

We will only collect information as to whether or not you have validated and/or used your flu voucher (see the PharmOutcomes® paragraph in the 'Controlling your personal information section below') in order to report your validation/usage to your employer. This will mean your registered email address, entered "employee number" (if required), and status of your voucher, will all be accessible to a named contact at your place of work. This is for accounting purposes as part of the contract fulfilment.

Internal record keeping

We may use the information to improve our products and services. We may also produce anonymised health reports to highlight health trends however these reports will be aggregated with no personal details shared with anyone, at any time. We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

Security

We are committed to ensuring that your information is secure. 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.

How we use cookies

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Links to other websites

Digitalflu.co.uk will contain links to pharmacy online booking systems including but not limited to Patient Access, Qudini, and other in-house booking platforms. However once you have used these links to leave our site, you should note that we do not have any control over that other website and cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites. Other linked sites are not governed by

this privacy statement and are the full responsibility of the corresponding pharmacy. You should exercise caution and look at the privacy statement applicable to the website in question.

Your Rights

You have the following rights:

- to access any personal data that we hold about you
- to have inaccurate personal data rectified, or completed if it is incomplete
- to request to have personal data erased
- to request the restriction or suppression of personal data
- to receive personal data you have provided in a structured, commonly used and machine-readable format and to request that we transmit any such data directly to another data controller
- to complain to the Information Commissioner's Office

Further details can be found on the Information Commissioner's Office website at www.ico.gov.uk. Please do not hesitate to contact us in the first instance. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties at any time unless we have your permission or are required by law to do so. Our flu voucher platform interfaces with the PharmOutcomes® software platform for pharmacies operated by Pinnacle Health Partnership LLP (company number OC347501), Fulford Grange Micklefield Lane, Rawdon, Leeds, England, LS19 6BA, but no personal data is shared by us with Pinnacle Health Partnership LLP. Our platform also interfaces with Qudini Limited, 21 Worship St, London EC2A 2DW if you select the Tesco booking platform however no data is transferred between platforms other than your unique voucher code.

We may share your personal data with third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

You may contact us to exercise any of your rights (detailed above) under the General Data Protection Regulations (GDPR) May 2018 by emailing data@healthyperformance.co.uk or writing to Healthy Performance Ltd, Unit 7 The Court, Holywell Business Park, Northfield Road, Southam, Warwickshire, CV47 0FS. If you believe that any information we are holding on you is incorrect or incomplete, please inform us as soon as possible and we will promptly correct any information found to be incorrect.