

PRIVACY POLICY OF PHARMAFORENSIC LIMITED

This privacy statement discloses the privacy practices for Pharmaforensic Ltd (details below). We do not share users' details with any 3rd parties. It is important for you to review this Privacy Policy.

This policy is effective as of 17th May 2018 and complies with the provisions set out under the European Union General Data Protection Regulation.

Source of Client Information

Pharmaforensic collects information via the "contact us" form, or via the email, on this website; directly via exchange of business cards at trade fairs and conferences; or via Linked-in requests for published articles written by directors of Pharmaforensic.

What Client Information do we collect?

Name and contact information (email, telephone number where volunteered and business address.)

Secondary data (usually CRM, sales and marketing activity data) provided by the client under contractual agreement; audited sales data, either provided by the client under contractual agreement or the NHS prescribing data which is publicly available. Pharmaforensic does not require nor use private data for the purpose of analysing relationships between promotional activities and sales.

Pharmaforensic collects your information in order for us to:

- Maintain our internal records;
- Improve our products, services and databases;
- Provide the services contracted for with our customers;
- Inform or notify you of opportunities through our company;
- Customize the content of our website to better suit your needs; and
- Send materials related to services provided by Pharmaforensic Limited

How do we keep your data safe?

Our mailing lists are maintained by a company called MailChimp. MailChimp are based in the US and are committed to protecting their data via the EU-US Privacy Shield. You can view their privacy policy at <https://mailchimp.com/legal/privacy/>

Secondary data sent by clients are stored on a single PC with password-protection and the folders within it are also password-protected. Only one director has access to this data. For the avoidance of doubt, Pharmaforensic does not require or use personal data for its analysis on behalf of customers.

Data provided by the client and all associated data files are either returned to the client or destroyed at project completion.

Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Pharmaforensic.co.uk uses cookies to personalise your experience, and to allow us to analyse how users browse the site. This allows web site users to avoid logging in more than once, thereby saving time. Users have the option of disabling or not accepting cookies by changing the preferences on their browsers*. If users opt to disable cookies, they will still be able to use our Web site, however, they may not be able now or in future to use certain functionality. No personally identifiable information (e-mail address, name, etc.) is collected

with the cookies that we set.

Different browsers have different cookie settings. See the "Help" section of your particular browser for more information on working with cookies.

[Rights to withdraw consent](#)

Our clients are given the opportunity to "opt in". If you don't wish to receive marketing communications from us, you have the option to withdraw your consent at any time. You can withdraw your consent by following the unsubscribe links in the marketing email, or by contacting us using our information at the bottom of this page with a request to unsubscribe. We take your privacy seriously. We will only store your information for as long as you have provided consent to receive our communications.

[Correction/Updating Personal Information](#)

If a user's personally identifiable information changes (such as an e-mail address), or if a user no longer desires our service, you can rectify your data by clicking on the 'Update your preferences' button visible in all of our marketing.

[Access to personal information](#)

Pharmaforensic Limited tries to be as open as it can be in terms of giving people access to their personal information. Users have the right to access, rectify and erase their personal data. Individuals can find out if we hold any personal information. If we do hold information about you we will:

- give you a description of it;
- tell you why we are holding it;
- tell you the origin of it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

[Notification of Changes](#)

We keep our privacy policy under regular review. This privacy notice was last updated on 16th May 2018. If we decide to change our privacy policy, we will post a comment on this page that the policy has changed so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by e-mail. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

[Who can you talk to if you have concerns about your data?](#)

Email or call Stewart Adkins, a Director of Pharmaforensic info@pharmaforensic.co.uk +447775672547

[Update your preferences](#)

[Unsubscribe from this list](#)