

## Zita Maria Limited

### Privacy Notice

**Zita Maria Limited** understands that your privacy is important to you and that you care about how your personal data is used. We are committed to protecting and respecting the privacy of our users and will only collect and use personal data in ways that are described here and in a way that is consistent with our obligations and your rights under the law. This Privacy Notice explains how we collect information from you, what we do with it, and what controls you have over the process. It is important that you read this carefully- please contact us if you have any questions relating to this notice.

If you do not agree with the terms of this Privacy Notice, you should not use our services.

#### 1. Introduction

Our services, are operated by Zita Maria Ltd, a company registered in England and Wales under number 14488214 ("we," "us," "our"). For the purposes of the Data Protection Act 1998, we are the data controller.

By using our services, you consent to the collection and use of information in accordance with this Privacy Notice.

We reserve the right to change and amend this privacy notice from time to time. The updated version will apply to any transaction or use, and it is your responsibility to ensure that you understand and agree to the current privacy notice before you make use of our services or information.

This privacy notice was last updated on 30/10/2023.

#### 2. What is Personal Data/Information?

Personal data is defined by the UK GDPR and Data Protection Act 2018 (collectively, "the Data Protection Legislation") 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.

#### 3. Information which we may collect

We may collect the following types of information:

- Information (such as name, email address, postal address, and telephone number) that you provide when you complete forms on the website, register for our services, make an appointment, upload or submit any material via the website, or request any information.
- Data or information provided in or as a result of using our services, which may include sensitive information about you, including your health, medical records, test results, physical or mental conditions, characteristics, ailments or symptoms, diseases, disabilities, your race, gender, age, and other sensitive information.

- Your name, address, email address, phone number, financial information.
- Your log-in and password details for your account.
- Details of any appointments or other transactions made by you through the website.
- Any communications you initiate or send to us, for example, to report a problem or to submit a query or concern.
- Information from surveys that we may, from time to time, run for data analysis purposes, if you choose to respond to them.
- Details of your visits to the website, resources you access (such as blog posts), and any data you download.

You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we may not be able to provide you with certain services.

If you use our services, you consent to us and our partners' transmission, collection, maintenance, processing, and use of your location data and queries to provide and improve location-based services. You may withdraw this consent at any time by turning off the location services settings on your device.

#### **4. How we use your information**

We will use the information you provide:

- To enable us to provide you with the services and information offered through the website and which you request.
- To provide such information to our partners where reasonable or necessary in connection with your use of our Services.
- To review and enhance the quality of our services and content, including monitoring compliance with our clinical care standards.
- To make disclosures as required by or in compliance with reasonable requests by regulatory bodies, such as the Care Quality Commission, or as otherwise required by law or regulation.
- To administer your account with us.
- To provide, with your request, information to other healthcare providers such as your GP.
- To audit the downloading of data from the website or from our services.
- To improve the layout and/or content of pages of the website and customize them to meet the needs of our clients.
- To identify visitors to the website.
- To carry out analysis on our users' demographics.
- To send you information we think you may find useful or which you have requested from us, including information about our services or those of our partners, provided you have indicated that you do not object to being contacted for these purposes.
- To allow, with your consent, carefully selected third parties (our partners) to send you information directly which you may find useful regarding their own products and services.

You may at any time instruct us not to contact you with marketing information regarding our services and products or those of our partners or to share your details with our partners so they can send you information regarding their own products and services, either at the point such information is collected on the website (by checking or un-checking the relevant box) or by following the unsubscribe instructions on any communications sent to you. You can also exercise this right at any time by contacting us at [insert email address].

## 5. Additional Information

When you visit the website, we may automatically collect technical information, including, but not limited to, the address used to connect your mobile phone or other device to the internet, your login information, system and operating system type and version, time zone setting, operating system and platform, your location, and information about your visit, including the pages you viewed, website response times, and interaction information. You cannot be identified from this information, and it is only used to assist us in providing an effective service and to collect broad demographic information for aggregate use.

## 6. Cookies

The website also uses cookies or similar technology to collect information about your access to the website.

Cookies are pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you. A number of cookies we use last only for the duration of your web session and expire when you close your browser. Other cookies are used to remember you when you return to the website and will last for longer.

We use cookies to:

- Remember that you have used the website before (this means we can identify the number of unique visitors we receive and allows us to make sure that we have enough capacity for the number of visitors we expect).
- Allows you to navigate the website more quickly and easily.
- Remember your login session so you can move from one page to another within the website.
- Store your preferences.
- Customize elements of the layout and/or content of the website for you.
- Collect statistical information about how you use the website so that we may improve the functionality.

Most computer and some mobile web browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can also learn more about cookies by visiting [insert URL of a website with information on cookies] which you may find useful and provides more information on how to block cookies. Please note: by blocking or deleting cookies, you may not be able to take full advantage of the website features.

## 7. Information Sharing

We may share basic identification data (such as your name, postal address, email address, and phone number) with our partners to provide you with an effective service or to inform you of any services, products, or other activities. We will take all reasonable steps to protect your personal information and will only share sensitive information with relevant authorities as required.

We may disclose aggregate statistics or data about visitors to the website to describe our services to prospective partners, investors, or other reputable third parties, but these statistics or data will include no personally identifiable information.

If we carry out any reorganization or are sold to a third party, you agree that any personal information we hold about you may be transferred to that re-organized entity or third party.

We may disclose your personal information if required to do so by law or if we believe that such action is necessary to prevent fraud or cybercrime or to protect the website or the rights, property, or personal safety of any person.

## 8. Consent

To comply with data protection legislation and health professionals' code of conduct and regulations, we expressly require consent of the user. Please note: by accepting these notices and related policies and by participating in using our services and products, we will assume implied consent and that you are consenting to authorize us to process your personal data for the purposes outlined in this notice, which is fundamentally to provide you with safe, evidenced-based advice and information.

When you use our services, you are freely and unequivocally giving implied consent by opting in to the use of these services. But you have the right to withdraw consent at any time. You can do this simply by discontinuing the use of our services or by emailing us at [insert email address] with your request under your rights defined in section 14 of this notice.

## 9. Patient Data

All information supplied to Zita Maria Ltd will be treated as confidential.

We do not store your personal health data on your mobile device. We store all your personal health data – including your primary care information, secondary care information, medications, and diagnostic information – on secure servers located in the EU. Where you have chosen a password that enables you to access certain parts of the website, you are responsible for keeping this password confidential, and we request that you do not share this password with anyone.

Records of the notes during a consultation or transcripts of texts, as well as audio and video recordings will be maintained and stored for clinical governance purposes, in accordance with data processing requirements. These records and any personally identifiable information you give us will be treated as strictly confidential and will not be disclosed without your express permission, except under special circumstances, for example, to comply with a legal obligation.

We may encourage you to inform your primary or secondary care provider(s) of any health concerns you may have, but we will not share information without your express permission unless there is an overriding public interest in disclosing the information without your consent.

We encrypt data that is required to be transferred, including health data. However, secure transmission of information via the internet cannot be guaranteed due to security threats outside of our control, and you acknowledge that transmission is at your own risk. Once we have received your

information and data, we will use strict procedures and security features to try to prevent unauthorized access. You are responsible for ensuring that any computer or mobile device that you use to access your online data is suitably protected from potential interception.

To ensure that we can provide you with quality, safe, evidenced-based care and advice, information will be shared with other members of our healthcare team and other employees, such as administrative or other staff who support the provision of care. If you object to information being shared among the wider healthcare team or support team, you must let us know. We are obliged to make disclosures if failure to do so would expose others to the risk of death or serious harm. In addition, we may be unable to continue to provide you with safe care and advice where you object to the disclosure of information.

## **10. External Links**

The website may contain links to other independent third-party websites or may be embedded on our partners' websites. These sites are not under our control, and we are not responsible for and do not endorse their content or their privacy policies (if any). You will need to make your own independent judgment regarding your interaction with any of these sites, including the purchase and use of any products or services accessible through them.

## **11. Payment Processing**

We do not store any credit or debit card information.

## **12. Security**

We place great importance on the security of all personally identifiable information that is shared with us. We have security measures in place to attempt to protect against the loss, misuse, and alteration of personal information under our control. For example, only authorized personnel have access to personal information. While we cannot ensure or guarantee that the loss, misuse, or alteration of information will never occur, we use all reasonable efforts to prevent it.

You should bear in mind that the submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit while it is in transit over the internet, and any such submission is at your own risk.

## **13. Storage of Your Information**

Information is stored on secure servers within the EU.

## **14. Your Rights**

You have rights under data protection legislation, including the right to access your data, rectify inaccurate information, restrict processing, withdraw consent, and more. You can exercise these rights by contacting us as detailed in Section 15.

You also have the right to prevent the use of your personal information for direct marketing purposes.

## **15. Contacting Us**

For any questions, concerns, or requests related to your personal data or this Privacy Policy, please contact us at [contact@zita-maria.com](mailto:contact@zita-maria.com)

Thank you for reading our Privacy Policy. Your privacy is important to us, and we strive to protect your data and provide safe and evidence-based advice and information.