



# Privacy Policy

## Introduction

Master Medicine UK Limited (Master Medicine, we or us) cares about the privacy of your personal information and is committed to protecting it. This Privacy Policy explains what information we collect about you and why, what we do with that information, and how we handle that information.

For the purposes of the applicable data protection laws (the General Data Protection Regulation (Regulation (EU) 2016/679) (**GDPR**), together with any implementing legislation, in particular, the Data Protection Act 2018), the company responsible for your personal information is Master Medicine. This Policy is incorporated into Master Medicine's [Terms and Conditions](#) (**Terms & Conditions**) and applies to information obtained by us through your use of the information, software, products and services made available through the Master Medicine.co.uk website (**Website**).

### More simply put

Master Medicine is responsible for protecting your personal information. This Privacy Policy applies to information obtained through your use of our website.

## Collection of your Personal Information

Master Medicine collects information that, alone or in combination with other data, could be used to identify you (**Personal Information**), such as your e-mail address, name, physical address, telephone number, or employment information. If you make a purchase from Master Medicine, we will collect and store your billing and credit card information. Master Medicine may also collect anonymous demographic information which is not unique to you, such as your postal code and preferences (**Non-Personal Information**). Non-Personal Information is not linked to your Personal Information (for example, your IP address).

Master Medicine will collect your Personal Information in a number of ways, including when you contact us through the Website, by telephone, post, e-mail or through the other means set out below.

### More simply put

We collect information that could be used to personally identify you, such as your name and contact details. We may also collect information that is not personal to you and not linked to your personal information.

## **Other information we collect**

We also collect this Personal Information as you use the Website:

- **User Content.** This consists of all text, documents, content or information uploaded, entered, or otherwise transmitted by you in connection with your use of the Website. This is in order to edit personal statements and other documents submitted to us as a service, or to contact you in the future about your purchase.

### **More simply put**

If you upload any user content to our Website, this may contain your personal information, which we may collect and use for the purposes described here.

## **Automatically collected information**

When you visit our Website, we automatically collect information about your computer hardware and software such as your IP address, browser type, domain names, access times, operating system, cookie information, referring website addresses, pages visited, links clicked, text entered, and Internet Service Provider. We analyse and use this information to better understand how our users use the service, to maintain and improve our service, and in some cases, to publicly disclose aggregated statistics regarding our services.

### **More simply put**

We automatically collect certain information about you when you visit our Website. We use this information to analyse your use of the Website and to improve our services.

## **Use of your Personal Information**

Master Medicine collects and uses your Personal Information as necessary to perform our contract with you and for our legitimate business interests, including to:

- operate the Website and deliver the services.

- communicate with you about the services you use, as well as respond to requests for assistance, including account verification support if you're having difficulty accessing your account. Master Medicine will send a welcome email following registration to all registered users. We also periodically send service updates to registered users.
- display user content associated with your account and make sure it is available to you when you use our services.
- understand and improve how our users use and interact with our services.
- publicly disclose aggregated statistics regarding our users' use of our services.

When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract. When we process any payment made by you, we process your Personal Information to prevent or detect fraud, including fraudulent payments and fraudulent use of the Website. The legal basis for this processing is compliance with our legal obligations.

With your consent, we will send you direct marketing emails from our third party partners.

### **More simply put**

We collect your personal information to perform the contract you enter into with us when you sign up to use our services. We also collect certain information when we have a good reason to do so. We will send you direct marketing emails from our partners, but only with your permission.

## **Storage of Personal Information**

Unless a longer retention period is required or permitted by law, we will only hold your Personal Information on our systems for the period necessary to fulfil the purposes outlined in this Policy, or until you request that the information be deleted in accordance with your right of erasure (see "Your rights" section below).

Even if we delete your Personal Information, we reserve the right to maintain a copy for legal, tax or regulatory purposes, but in such event, we will do so only as long as necessary to fulfil those legal, tax or regulatory purposes. Please contact [dpo@MasterMedicine.co.uk](mailto:dpo@MasterMedicine.co.uk) for more information.

### **More simply put**

We'll retain your personal information for no longer than is necessary. For more information, please contact our DPO.

## Personal Information access and disclosure

We will only disclose Personal Information to third parties:

- when we use vendors, lawyers and service providers to assist us in meeting business or operating needs, such as providing legal services, hosting our Website, communicating with users, delivering and improving our services, e-mail communication, invoicing and payments, customer support services and analytics. These service providers may only access, process or store Personal Information pursuant to our instructions and to perform their duties to us, and in accordance with applicable laws and regulations; or
- when we have your explicit consent to share your Personal Information; or
- when we determine that disclosure is required to protect the rights, property, or personal safety of Master Medicine and users of the Website, or to respond to lawful subpoenas, warrants, or requests by public or regulatory authorities, including requests by law enforcement authorities; or
- if we sell some or all of our business or assets, we may disclose your Personal Information to the prospective seller or buyer of such business or assets, and if the transaction closes, then your Personal Information may be transferred to the buyer.

We may disclose Personal Information to a member of our group, which means our ultimate holding company (Master Medicine Incorporated which is located in the United States) and its subsidiaries, as defined in section 1159 of the Companies Act 2006.

### More simply put

We disclose your personal information to third parties such as service providers. We also disclose your personal information when we have your explicit consent, or if we are required to do so by law.

## Transfers outside of the EEA

As part of the services offered to you through the Website, the Personal Information you provide to us will be transferred to and stored in the United States and in certain circumstances, other countries outside of the European Economic Area (EEA). By way of example, a transfer of your Personal Information may happen if one of our service providers is located in a country outside of the EEA. We also share information with our holding company, Master Medicine Inc, which is located in the United States.

We will only transfer Personal Information outside of the EEA where it is compliant with data protection legislation and the means of transfer provides adequate safeguards in relation to your Personal Information,

for example, by way of data transfer agreement incorporating the current standard contractual clauses adopted by the European Commission, or by self-certifying to the EU-US Privacy Shield Framework in the event that the organisation in receipt of the information is based in the United States.

To ensure that your Personal Information receives an adequate level of protection, we have put in place appropriate safeguards and procedures with the third parties we share your Personal Information with. This ensures your information is treated by those third parties in a way that is consistent with data protection laws.

### **More simply put**

We may transfer your personal information to locations outside of the EEA, but only where there are appropriate safeguards in place. We may transfer your information outside the EEA if, for example, one of our service providers is located in such a location.

## **EU-US Privacy Shield Framework**

Your Personal Information may be shared with our affiliate entity, Master Medicine, Inc, based in the United States to ensure the proper administration of our business.

Your Personal Information is transferred to Master Medicine, Inc on the basis of the EU-US Privacy Shield Framework as set forth by the US Department of Commerce regarding the collection, use and retention of personal data transferred from the European Union to the United States. For more information on our participation in the EU-US Privacy Shield Framework, please see our [Privacy Shield Statement](#).

### **More simply put**

We may share your personal information with our US affiliate, Master Medicine, Inc. on the basis of the EU-US Privacy Shield Framework. Check out our Privacy Shield statement for more information.

## **Use of cookies**

The Website uses "cookies" to help you personalise your online experience. A cookie is a text file that is placed by us or our remarketing partners on your hard drive by a web page server. Our cookies do not run programs or deliver viruses to your computer. Cookies are uniquely assigned to your computer, and can only be read by a web server in the domain that issued the cookie to your computer.

One of the primary purposes of cookies is to provide a convenient feature to save you time. The cookie tells the server that you have returned to a specific page. For example, if you personalise the Website

pages, or register with the Website, a cookie helps the Website recall your specific information on subsequent visits. This simplifies the process of recording your Personal Information, such as your billing address or site preferences. When you return to the same Website, the information you previously provided can be retrieved, so you can easily use the Website features that you customised.

We may place the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable you to log into secure areas of our Website or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to the Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make our Website more relevant to your interests and for remarketing as described below.

If you want to check or change what types of cookies you accept, this can usually be done within your browser settings. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

## How to reject cookies

If you do not want to receive cookies, you can usually choose to opt-out by modifying your browser settings to decline them. If you choose to decline cookies, you may not be able to access all or parts of, or to fully experience the interactive features of, the Master Medicine services or web pages you visit.

For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). This site also provides details on how to delete cookies from your computer.

### More simply put

We use cookies to enhance your online experience. If you do not want to receive cookies, you can reject them by opting out or modifying your browser settings.

## Data security & integrity

Master Medicine is committed to taking reasonable and appropriate steps to protect the Personal Information that we hold from misuse, loss, or unauthorised access. We do this by using a range of technical and organisational measures including measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your personal information, please [let us know](#) immediately.

The Website is designed to secure the Personal Information you provide on computer servers in a controlled, secure environment, with protections from unauthorised access, use or disclosure. When Personal Information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

However, while we do our best to protect your Personal Information, we cannot guarantee the security of all data which is transmitted to the Website or to another website via the internet or similar connection. If we have given you (or you have chosen) a password to access certain areas of the Website, please keep this password safe.

### **More simply put**

Master Medicine's website is designed to keep your personal information safe, however, we cannot guarantee the security of information transmitted over the internet or similar connection. You can do your part by keeping your password safe.

## **Your rights**

Under the GDPR, you have various rights in relation to your Personal Information, such as the rights of access, rectification, restriction, objection, portability, and erasure. Please note that these rights are subject to certain limitations set forth in applicable law.

To exercise these rights, please contact our [DPO](#). We will seek to deal with your request without undue delay, and in any event in accordance with the requirements of applicable laws. Please note that we may keep a record of your communications to help us resolve any issues you raise.

### **More simply put**

You have rights in relation to your personal information. Just contact our DPO to find out more.

## **Complaint resolution**

If you believe that we have not complied with this Policy or your data protection rights, you have the right to file a complaint with the UK [Information Commissioner's Office](#), however, we hope that you'll attempt to resolve the complaint with us first. Please [contact us](#) for more information.

### **More simply put**

If you're not happy with the way we've handled your personal information, you have the right to bring a complaint. Please contact us to find out more.

## **Third party advertising**

We use remarketing services to advertise our products to you on third party websites after you have visited our Website.

### **More simply put**

If you visit, or take any action on our website, we'll show you targeted ads on other websites you subsequently visit.

## **Links to third party websites**

Our Website includes links to other websites whose privacy practices are not under Master Medicine's control. If you submit Personal Information to any of those websites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy on any website that you visit.

### **More simply put**

We link to other websites, whose privacy practices may differ from our own. We encourage you to read the privacy policy on any other website you visit carefully.

## **Children**

We do not intend to solicit or collect Personal Information from anyone under the age of 16. If you are under 16, do not enter information on this Website or engage our services. If you believe a child or yours under the age of 16 has entered Personal Information, please contact us to have the data removed and terminate the child's account. Those between the ages of 16 and 18 should seek the consent of a parent/legal guardian before making a purchase or inputting data into the Master Medicine website.

### **More simply put**

No one under the age of 16 should use Master Medicine services

## **Changes to this Policy**

We will occasionally update this Policy to reflect company and customer feedback. Master Medicine encourages you to periodically review this Policy to be informed of how we are protecting your Personal Information.

### **More simply put**

We may change this policy from time to time. We encourage you to review this policy regularly.

## **Contact information**

Master Medicine welcomes your comments regarding this Policy. Please contact us at [info@mastermedicine.co.uk](mailto:info@mastermedicine.co.uk) or contact us using the contact form at [www.mastermedicine.co.uk](http://www.mastermedicine.co.uk)