

# GDPR Privacy Policy of Viamed Group of Companies

Last Updated: March 2025

This privacy policy outlines how **Viamed Ltd, Vandagraph Ltd, Vandagraph Sensor Technologies Ltd, and Viamed Properties Ltd** ("Viamed Group of Companies") collect, use, and protect personal data in compliance with the UK General Data Protection Regulation (UK GDPR).

## 1. Definitions

- **Data Controller:** Viamed Group of Companies determines the purposes and means of processing personal data.
- **Data Processor:** A third party that processes data on behalf of Viamed Group of Companies.
- **Data Subject:** Any individual whose personal data is processed.

## 2. Personal Data We Collect

We collect and process the following types of personal data:

- **Identity Data:** Name, job title, company name.
- **Contact Data:** Email address, telephone number, postal address.
- **Transaction Data:** Records of orders, invoices, and payments.
- **Technical Data:** IP addresses, login data, and website usage information.

## 3. How We Use Personal Data

We process personal data for the following purposes:

- To provide our services and fulfill contractual obligations.
- To process transactions and maintain business operations.
- To comply with legal and regulatory requirements.
- To improve our website, services, and customer experience.
- For marketing purposes (only where consent has been obtained).

## 4. Lawful Basis for Processing

We rely on the following lawful bases for processing personal data:

- **Contractual Necessity:** Processing required to perform our contracts with customers.
- **Legal Obligation:** Compliance with legal and regulatory duties.

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- **Legitimate Interest:** Processing necessary for our business operations, balanced against individuals' rights.
- **Consent:** For direct marketing or non-essential data collection (withdrawal available at any time).

## 5. Data Retention

We retain personal data only for as long as necessary:

- Customer and transaction records: **6 years** (for legal and tax compliance).
- Marketing data: **Until consent is withdrawn**.
- Job applications: **12 months unless agreed otherwise**.

## 6. Data Subject Rights

Under UK GDPR, individuals have the right to:

- Access their personal data.
- Rectify incorrect or incomplete data.
- Request erasure of data where applicable.
- Restrict or object to processing in certain circumstances.
- Request data portability (where applicable).
- Withdraw consent for marketing communications.

To exercise these rights, contact [gdpr@viamed.co.uk](mailto:gdpr@viamed.co.uk).

## 7. Data Security Measures

We implement strict security measures, including:

- Access control restrictions.
- Data encryption and secure storage protocols.
- Cybersecurity audits and staff training.

## 8. Data Sharing and International Transfers

We do not sell personal data. We may share data with:

- **Service providers** (IT, payment processors, logistics) under strict confidentiality agreements.
- **Regulatory authorities** where required by law.

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- **International partners** with appropriate data transfer safeguards in place.

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## 9. Data Breach Notification

In the event of a data breach:

- We assess the risk and notify affected individuals where necessary.
- The ICO is informed within **72 hours** if the breach poses a significant risk.

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## 10. Contact Information

For GDPR-related inquiries or concerns, contact:

Email: [gdpr@viamed.co.uk](mailto:gdpr@viamed.co.uk)

Telephone: +44 (0)1535 634542

Data Protection Officer: Helen Lamb