

Privacy Policy

This privacy policy notice is for the website; www.solmedialtd.com and business served by Solmedia Limited at Unit 2, Vernon Drive, Battlefield Enterprise Park, Shrewsbury, SY1 3TF and governs the privacy of those who use them. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website and services, including your rights under current laws and regulations.

At Solmedia Limited's we are committed to processing personal information about our customers, suppliers and staff in ways that comply with our legal obligations as well as being clear with our contacts about what we do with their personal information. The key points of Solmedia Limited's privacy statement are:

What we do with your data and what we don't

We do use your data to help us provide great customer service, which includes tailoring the information we share with you to help ensure that it's relevant, useful and timely. **We do not sell your data to third parties.**

Personal information that we collect

We collect a range of personal information relating to you, including your; name, email address, telephone number, fax number, credit or debit card information and/or other payment information, IP address and any other personal information that you choose to provide to us when you complete our online Contact forms, account application forms or otherwise make contact with us.

How we use your personal information

We use your personal information as follows:

- To maintain our relationship with you whilst you are a customer
- To process orders and provide agreed goods and services to you
- For invoicing, processing payments, account set up and maintenance
- To communicate with you, including to respond to information requests /enquiries submitted To obtain your feedback on our products and services
- To notify you about changes to our products and services
- To decide on and notify you about price changes
- To monitor the quality of our products and services
- To investigate any complaint you make
- To provide evidence in any dispute or anticipated dispute between you and us
- To customise various aspects of our website to improve your experience;
- To pre-complete online forms on our website. For example, if you have provided an address when using one service, the Website computers may automatically fill in that information elsewhere to save you time.
- As we may otherwise consider necessary to support the operation of our Website;
- To obtain credit references, credit checks for debt collection, fraud detection and risk management purposes;
- To monitor and/or record telephone conversations to or from you in order to offer you additional security, resolve complaints, improve our service standards and for staff training purposes;
- To protect the rights, property, and/or safety of Solmedia Limited, its personnel and others.
- For logistical purposes, including to plan delivery routes to fulfill your requirements

Marketing

We will only send you direct marketing in relation to our own products and services by email for informative purposes where you have consented to this; or where you have not objected to this, and we are marketing similar products and services to those which were the subject of a previous sale or negotiations of a sale to you.

Your agreement to the use of your personal information for direct marketing purposes is optional and if you choose not to consent, your visit to and use of our website will not be affected. You can choose to opt out of receiving direct marketing information from us at any time:

Through the 'Unsubscribe' link at the bottom of any email you receive.

By mail; Solmedia Limited. Unit 2, Vernon Drive, Battlefield Enterprise Park, Shrewsbury, SY1 3TF

By email; labsupplies@solmedialtd.com

By telephone; + (0)844 8080 900

By fax: + (0)844 8080 901

Automated decision making/profiling

Credit Checks

We use technology provided by the credit reference agency Creditsafe UK that processes primarily business information but may present personal information such as Company Director's names, only as legally allowed, in order to analyse your creditworthiness, which helps us to decide if we are able to offer you an account, through which you can purchase products and services from Solmedia Limited.

Creditsafe UK also provides further information in its privacy policy about how it processes personal information, which is available on its website: <https://www.creditsafe.com/gb/en/more/about/our-data.html>

Google

We do not use Google marketing services to place advertisements or to build personal profiles, we do use Google service to monitor traffic on our website. You can find out more about how your personal information may be used in connection with Google's advertising functions and options for opting out here: www.google.co.uk/intl/en/policies/technologies/ads

Legal basis for processing

In terms of the legal bases we rely on to process your personal information, these are as follows:

Where you have provided your consent: for direct marketing communications in respect of our own products and services, including in respect of marketing communications sent by electronic means (e.g. email)

For the performance of a contract with you (such as a contract for the provision of good and services) or to take steps at your request prior to entering into this contract

To comply with legal obligations, including in relation to MDR, health and safety and environmental legislation, performing anti- money laundering, terrorism prevention and sanctions screening checks, complaints and investigations or litigation. Under ISO 9001 2015 and MDR we have a legal obligation to gather feedback data for the purposes of post market surveillance.

For our legitimate interests in:

Management of your account (including processing payments) and our relationship with you, and communicating with you

Sending direct marketing in respect of our own products and services where you have not provided your consent and the marketing communication is sent by non-electronic means (e.g. post or telephone)

Processing orders and supplying our products and services

Our internal business purposes which may include processing for the purposes of: record keeping, research, reporting and statistics, data security, to ensure the quality of our products and services, investigating and responding to queries and complaints, obtaining credit references and credit checks, debt collection, fraud detection and prevention, risk management, recruitment and training of our personnel, and protecting our rights, property and safety (and that of others).

You can object to processing carried out on the basis of our legitimate interests at any time. See “Your Rights – The right to object”.

How we share your personal information

We share your personal information for the following purposes:

Third party provider(s) who provide the following types of services to us: warehousing and logistics.

Third party providers in order for us to process payments that are due to us, in doing so we provide bank card details to such providers

Third party providers we appoint as our sales distribution agents, or Service agents, who are provided with access to certain Solmedia Limited customer account details in order to complete contractual requirements on our behalf

Our accountants, auditors, lawyers or similar advisers when we ask them to provide us with professional advice
Emergency services in the event that we need to report accidents or incidents or request emergency assistance;
Any Government Department, public body or other third party where we believe in good faith that the law requires this; in the interests of public health and safety; or in order to protect the rights, property, or safety of Solmedia Limited, its employees or others

Investors and other relevant third parties in the event of an actual or potential sale or other corporate transaction related to Solmedia Limited

Any other third parties, if authorised by you to do so.

How long we keep your personal information

We retain your personal information for no longer than is necessary for the purposes for which the personal information is collected. When determining the relevant retention periods, we will take into account factors including:

Legal obligation(s) under applicable law to retain data for a certain period of time in line with our regulatory requirements

Statute of limitations under applicable law(s)

(Potential) disputes

Guidelines issued by relevant data protection authorities.

Otherwise, we securely erase your information once this is no longer needed.

Cookies

Where you use our Website, we will process your personal information collected by using cookies in accordance with our Cookie Policy. For more information on the use of cookies on our Website please go to our Cookies Policy

Links to third party websites

Our Website contains links to other Internet websites. Unless otherwise explicitly stated, we are not responsible for the privacy practices or the content of such websites, including such sites' use of any personal information. Nevertheless, in the event you encounter any third party associated with our Website (or who claims association with our Website) who you feel is improperly collecting or using information about you, please contact us.

If and when we sponsor promotions, or third parties sponsor promotions in conjunction with our Website, either the third party or ourselves will post relevant privacy information in the official rules and/or registration area for the promotion. That privacy information, to the extent (if any) it conflicts with this Privacy Statement, will govern that particular promotion.

Security

Whilst we take appropriate technical and organisational measures to safeguard the personal information that you provide to us, no transmission over the Internet can be guaranteed to be secure. Consequently, please note that we cannot guarantee the security of any personal information that you transfer to us over the Internet.

Your rights

The following section explains your rights. The various rights are not absolute and each is subject to certain exceptions or qualifications. We will grant your request only to the extent that it follows from our assessment of your request that we are allowed and required to do so under data protection laws. Nothing in this Privacy Statement is intended to provide you with rights beyond or in addition to your rights as a data subject under data protection laws.

The right to be informed

You have the right to be provided with clear, transparent and easily understandable information about how we use your personal information and your rights. This is why we're providing you with the information in this Privacy Statement.

The right of access

You have the right to obtain a copy of your personal information (if we're processing it), and other certain information (similar to that provided in this Privacy Statement) about how it is used. This is so you're aware and can check that we're using your personal information in accordance with data protection law. We can refuse to provide information where to do so may reveal personal information about another person or would otherwise negatively impact another person's rights.

The right to rectification

You can ask us to take reasonable measures to correct your personal information if it's inaccurate or incomplete

The right to erasure

This enables you to request the deletion or removal of your personal information where there's no compelling reason for us to keep using it or its use is unlawful. This is not a general right to erasure; there are exceptions, e.g. where we need to use the information in defence of a legal claim.

The right to restrict processing

You have rights to 'block' or suppress further use of your personal information when we are assessing a request for rectification or as an alternative to erasure. When processing is restricted, we can still store your personal information, but may not use it further. We keep lists of people who have asked for further use of their personal information to be 'blocked' to make sure the restriction is respected in future.

The right to data portability

You have rights to obtain and reuse certain personal information for your own purposes across different organisations. This enables you to move, copy or transfer your personal information easily between our IT systems and theirs (or directly to yourself) safely and securely, without affecting its usability. This only applies to your personal information that you have provided to us that we are processing with your consent or to perform a contract to which you are a party to (such as pay and compensation services), which is being processed by automated means.

The right to object

You have the right to object to certain types of processing, on grounds relating to your particular situation, at any time insofar as that processing takes place for the purposes of legitimate interests pursued by Solmedia Limited or by a third party. We will be allowed to continue to process the personal information if we can demonstrate "compelling legitimate grounds for the processing which override [your] interests, rights and freedoms" or we need this for the establishment, exercise or defence of legal claims.

Rights in relation to automated decision making and profiling

You have the right not to be subject to a decision based solely on automated processing (including profiling), which significantly affects you, subject to some exceptions. Where this is the case, you have the right to obtain human intervention, voice your concerns and to have the decision reviewed.

Contact us

For further information regarding these rights, about this Privacy Statement generally or to make a complaint please contact our Data Protection Officer at labsupplies@solmedialtd.com or call us on + (0) 844 8080 900, please provide as much information as possible to help us identify the information you are requesting, the action you are wanting us to take and why you believe this action should be taken.



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LABSUPPLIES@SOLMEDIALTD.COM
WWW.SOLMEDIALTD.COM

Before assessing your request, we may request additional information in order to identify you. If you do not provide the requested information and, as a result we are not in a position to identify you, we may refuse to action your request.

We will generally respond to your request within one month of receipt of your request. We can extend this period by an additional two months if this is necessary taking into account the complexity and number of requests that you have submitted.

If after contacting Solmedia limited you are still unhappy you may also complain to the Information Commissioner, all contact details are available on the Information Commissioner's Website: ico.org.uk

The Data Protection Officer / GDPR Owner is the owner of this document and is responsible for ensuring that this policy document is reviewed in line with the review requirements stated above.

To download a copy of our Privacy Policy please click on the link [Solmedia's Privacy Policy](#)

Policy key definitions:

"I", "our", "us", or "we" refer to the business, Solmedia Ltd, Severn Sales.

"you", "the user" refer to the person(s) using this website.

GDPR means General Data Protection Act.

PECR means Privacy & Electronic Communications Regulation.

ICO means Information Commissioner's Office.

Cookies mean small files stored on a user's computer or device.

Who can you contact if you have queries about this privacy policy?

Please contact us if you have any questions about our privacy policy or information we hold about you.

By email: labsupplies@solmedialtd.com

Or write to us at Solmedia Ltd. Unit 2, Vernon Drive, Battlefield Enterprise Park, Shrewsbury, SY1 3TF

And direct your enquiry to Nick Wallach.