



Privacy Policy

It is the aim of Platinum Ambulance Service, that all persons whose personal data is processed by Platinum Ambulance Service shall at all times be confident that their privacy is respected, and that due care is taken regarding his or her personal data.

1 General

- 1.1 Platinum Ambulance Service Limited (**Registered in England and Wales Registration Number 09975999**) are the data controllers for the processing of data. This means that we determine the purpose of and means for the processing of your personal data, i.e. why and how we process the data.
- 1.2 Platinum Ambulance Service will comply with all data protection laws incorporated into UK law that control the collection and use of data relating to individuals ("personal data") as well as with this privacy policy. The purpose of this privacy policy is to set out the principles governing the use of personal data you give to us, or we obtain about you.
- 1.3 This privacy policy will be revised regularly, and any subsequent changes will be published on our website in this area. This version of the privacy policy was last reviewed during August 2020.

2 Data we may collect from you

- 2.1 Personal data, including data such as names, email addresses, phone numbers and addresses which you provide to Platinum Ambulance Service, may be processed manually as well as by computers.
- 2.2 **Visitors to our website**
 - 2.2.1 An IP address is a unique number which makes it possible to identify a user's connection to the Internet and it is automatically provided by your web browser each time you view a website. Any visit to the Platinum Ambulance Service website may lead to registration of the IP address used for such access. We also use IP addresses to measure the use of Platinum Ambulance Service's webpages. Such measurement may include:
 - 2.2.2 Monitoring/collecting information as to how you use the site to help Platinum Ambulance Service to improve the site
 - 2.2.3 to personalise your experience by tailoring the content you see
 - 2.2.4 to optimise your user experience
 - 2.2.5 to determine frequency of use
 - 2.2.6 to perform statistical analysis of data collected.



2.3 Use of Cookies

- 2.3.1 This site may use "cookies," which are small data files stored on your computer or another computer for use with your web browser software. Cookies are used on this site to provide the user with access to functions available on the site such as registering for updates, requesting information and submitting enquiries. If you would like information about cookies and on how to restrict or block cookies, please visit www.allaboutcookies.org
- 2.3.2 By accepting the Terms of Use as well as by accessing and using the website, you consent to the use of the above stated cookies. You may also consent to our use of cookies by the settings you have made in your web browser. If you do not wish to accept our use of cookies, you must then exit this website or disable the function for cookies in your web browser software. Please note that without cookies, the functionality of the site may be impaired.

As per the General Data Protection Regulation (GDPR), data collected must not be kept for longer than it is required. The personal data we collect will be deleted when no longer required, unless there is a lawful basis to process particular data, or consent has been received to store the data.

3 How we use your data

- 3.1 Your personal data will only be used for the purposes indicated when you submit the data, or to fulfil our legal obligations, or as detailed (below) under this privacy policy. Should we need to process your data for a new purpose we will contact you prior to the processing activity.
- 3.2 We may use personal information in the following ways:
- 3.2.1 To ensure efficiencies and monitor use of our website as per section 2.2
 - 3.2.2 To administer any request from you
 - 3.2.3 To administer any actions needed regarding any agreements with you
 - 3.2.4 Marketing and customer follow-up
 - 3.2.5 By submitting personal data, you agree and consent to be bound by the terms outlined in this Privacy Policy and in the Terms of Use.
 - 3.2.6 To comply with regulatory requirements
 - 3.2.7 For business analysis in the running of Platinum Ambulance Service
- 3.3 Personal data will be securely stored.
- 3.4 Platinum Ambulance Service do not share your data with third parties.
- 3.5 This privacy notice does not cover any links that may be posted within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

4 User Submissions

- 4.1 Platinum Ambulance Service may allow you to post information, comments or other material on our site, social media networks or other online service. This is done in order to facilitate the flow of information about Platinum Ambulance Service. Please note the terms of use for such are set out in our Legal Notice.



- 4.2 Do not provide us with information about other persons unless you can prove that you have their consent to provide it.
- 4.3 Please exercise caution when submitting personal data online. It is your responsibility to maintain the security of your passwords and personal information. Your usage of this website constitutes an acknowledgement and assumption of these risks.

5 Your rights

- 5.1 Platinum Ambulance Service strives to be as open and transparent as possible regarding what personal information we hold on you and how we process that data. If you wish to further understand what data we hold on you, or request personal data be corrected or deleted, you can do so using the contact details below.
- 5.2 You have the right to ask us not to process your personal data for marketing purposes. Please see section 7.
- 5.3 You also have the right to submit a complaint to the relevant supervisory authority if you find that your personal data is being processed in violation of applicable data protection legislation.

6 How to Contact us

- 6.1 If you have any questions regarding Platinum Ambulance Service's privacy policy, or wish to contact us regarding access to and correction of your Personal Data, you are welcome to contact us using the contact details below:
 - 6.1.1 Email: info@PlatinumAmbulance.com