

## Privacy Notice

### *How we keep your personal information safe*

Countrywide Hearing Ltd (30 Stanley Street, Mumbles, Swansea, SA3 4NE) is registered as a company in England and Wales (no 08010945). This Privacy Notice replaces earlier versions and is prepared in line with General Data Protection Regulation (GDPR) guidance that will apply from 25 May 2018.

### **What information do we collect?**

We collect data on the basis of “contract” meaning we collect only information that is necessary for us to undertake a contract in which data subjects are party to or at their request prior to entering into a contract.

We collect personal information. Personal information is any information that can be used to identify you E.g., if you ask to have a quote for a new hearing aid or your insurance company asks us to supply you one then we collect and process the personal information that you provide. We may also collect information from you if you want replacement batteries or if you want upgrades in your hearing aids. This information may include your name, postal address, email address, telephone or mobile number or date of birth. We use this to provide you with the information, products or services in which you are interested.

The main source of our information comes from your insurance provider. If you have made a claim for a lost hearing aid that is how we will have your details. Otherwise, you will have contacted us directly to enquire about hearing aids.

### **Keeping your information up to date**

To make sure we always have the most up-to-date information about how to contact you, we may also, from time to time, update your records to reflect any changes to your personal information.

This information may come directly from you, or it may come from a third party that we consider is legitimate and trustworthy and in circumstances where it is appropriate and where you will have had a clear expectation that your details would be passed on for this purpose.

### **How long will we keep your information?**

We will retain your data for only as long as it is reasonably necessary. We hold information relating:

- Request for a quote only - 2 years
- Fulfilment of a hearing aid order - 10 years from sale
- Dealing with a complaint – 10 years from complaint
- Battery replacement service - 2 years
- General enquiry - 2 years

We are required to hold certain data for legal and statutory reasons such as for VAT purposes.

The law allows you to withdraw your consent to any particular usage of your data at any time without needing to specify a reason. You can withdraw your consent by emailing our customer care team on [office@cwhearing.co.uk](mailto:office@cwhearing.co.uk) or calling 0330 016 5110.

### **How we store your information**

Your information is stored securely on our servers and within the UK and European Economic Area (EEA) only. It is not stored outside these areas. It is kept in line with the GDPRs security principle We ensure that

- the data can be accessed, altered, disclosed or deleted only by those we have authorised to do so (and that those people only act within the scope of the authority given to them);

- the data we hold is accurate and complete in relation to why we are processing it; and
- the data remains accessible and usable.

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

### **1. To obtain pricing for replacement hearing aids**

This may include using your personal information to help gather a quote for replacement hearing aids.

### **2. To arrange for an audiologist to fit the new hearing aids and provide aftercare**

This may include using your personal information to identify an appropriate audiologist to assist you for the term of your new hearing aids.

### **3. To validate your insurance claim**

We may use your personal data to ensure the insurance company is providing you with an appropriate cash settlement for your lost hearing aids.

We will not rent or sell your personal information to other organisations for use by them in any way, including in their own direct marketing activities.

However, where you have given us permission to contact you, we may pass on your information to external service providers to contact you on our behalf. This would be audiologists for example or occasionally manufacturers.

## **How will we contact you?**

We will contact you regarding your quote or purchase. We may also contact you with information on advances in hearing aid technology and developments. If you wish us to stop contacting you completely you can request this by contacting our customer care team on [office@cwhearing.co.uk](mailto:office@cwhearing.co.uk) or calling 0330 016 5110.

## **How we use your debit or credit card information**

Sometimes we are required to collect excess premiums on your insurance policy via a card transaction over the phone. We do not collect this data over the internet or email. We are PCI compliant and use Payment Card Industry compliant providers to handle transactions. We do not store any payment data, once the payment has gone through all information is immediately destroyed.

## **Cookies**

When you visit a website that uses cookies for the first time, a cookie is downloaded onto your PC. The next time you visit that site, your PC checks to see if it has a cookie that is relevant (that is, one containing the site name) and sends the information contained in that cookie back to the site. The site then 'knows' that you have been there before, and in some cases, tailors what pops up on screen to take account of that fact. Countrywide Hearing Ltd uses Google Analytics cookies only. You may change your cookies options in your internet browser by accessing the 'Tools' menu.

## **Your rights**

The GDPR provides the following rights for individuals:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

If you make a data access request around any one of those points, we will consider it in accordance with all data protection laws and regulations. No administrative fee will be charged to handle the request provided it does not become excessive. You can make a request by contacting [office@countrywidehearing.co.uk](mailto:office@countrywidehearing.co.uk) or write to us at the address above. We will endeavour to respond within 14 working days but no later than 30 days. We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### **Making a complaint**

If you have any questions about of data policy or our data practices, please email [office@cwhearing.co.uk](mailto:office@cwhearing.co.uk) or write to us at the address above and we will be delighted to help. Please also use this address if you wish to make a complaint.

You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you believe your data has been processed in a way that does not comply with the GDPR. You can do so by calling the ICO helpline on 0303 123 1113 **or via their website <https://ico.org.uk/>**.