K2 Medical Systems – Privacy Policy

What this policy covers

This policy applies to you if you have accessed our website or you have contacted us using our contact email addresses, telephone or fax systems.

Who we are?

K2 Medical Systems is the data controller in relation to the processing activities described below. This means that K2 Medical Systems decides why and how your personal information is processed. Where this policy refers to “we”, “our” or “us” below, unless it mentions otherwise, it is referring to K2 Medical Systems.

K2 Medical Systems is committed to protecting your privacy that gives you a safe online experience. This Privacy Policy applies to all of K2 Medical Systems websites and governs data collection and usage. By using K2 Medical Systems websites, you consent to the data practices in this policy.

What information do we collect about you and how do we collect it?

Your Personal Information

K2 Medical Systems may collect personally identifiable information, such as your e-mail address, name, contact address or telephone number. K2 Medical Systems may also collect anonymous demographic information, which is not unique to you, such as your work postcode.

There is also information about your computer hardware and software that is automatically collected by K2 Medical Systems. This information can include: your IP address, browser type, domain names, and access times. This information is used by K2 Medical Systems for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the K2 Medical Systems Web site. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

Public Message Boards

If you directly disclose personally identifiable information or personally sensitive data through K2 Medical Systems public message boards or social media platforms, this information may be collected and used by others. We do not read any of your private online communications within these public message boards or social media platforms.

How do we use your personal information?

We collect and process personal data about you in order to deliver our services, and support you, to manage our operations effectively, and to meet our legal requirements.

We are committed to the data protection principles of good practice for handling information.
All personal information is held securely within our servers and we will only transfer data within K2 Medical Systems on a ‘need-to-know’ basis so that we can support our services to you.

We may also use your personally identifiable information to inform you of other products or services available from us. We may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Who do we share your information with?

We keep track of the Web pages our customers visit within our websites, in order to determine which of our services are the most popular. This data is used to deliver advertising to customers whose behaviour indicates that they are interested in a particular subject area.

We do not sell, rent or lease its customer lists to third parties.

We may transfer your personal information to a third party if K2 Medical Systems ceases to exist and another organisation offers to continue with our product and service portfolio. We may also transfer your personal information if we are under a duty to disclose or share it in order to comply with any legal obligation. However, we will always aim to ensure that your privacy rights continue to be protected.

Do we transfer information outside the European Economic Area (EEA)?

Information you provide to us by email is stored within our own servers, which are located within the EEA.

K2 uses a third-party online contact form service provided by Cognito Forms, based in South Carolina, United States. Data is securely stored on encrypted servers managed by Microsoft Azure, geo-replicated in real time to multiple datacentres in the US. Information you provide to us using our online website forms will therefore be held outside of the EU. Cognito Forms however, participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. Cognito Forms is the Processor of this online data on behalf of K2 Medical Systems Ltd. For more information click here: https://www.cognitoforms.com/privacy

In compliance with the General Data Protection Regulation (EU) 2016/679 of the European Parliament (GDPR), Cognito Forms and K2 Medical Systems Ltd have signed a Data Processing Addendum, which you can access by clicking on the following link:


If you are operating outside the EU, check that your national data protection laws are appropriate for information transfer.

How long do we keep your personal information for?

The length of time we keep your personal information for is determined by a number of factors including our purpose for using the information and our legal obligations.
We have a retention schedule for information and keep identifiable records only for as long as they have a legal or business purpose:

Your rights

You have a number of rights in relation to your personal information, which apply in certain circumstances. Some of these rights will come into force under the General Data Protection Regulation (GDPR) on 25 May 2018. In order to exercise any of these rights, please contact us using the details below.

You have the right to:

• access the personal information that we hold about you
• correct inaccuracies in the personal information that we hold about you

In certain circumstances, you may have the right to

• have your details removed from systems that we use to process your personal data
• restrict the processing of your personal data in certain ways
• obtain a copy of your personal data in a structured electronic data file
• object to certain processing of your personal data by us

You can email K2 Medical Systems to request a copy of the personal data that we hold about you and you can ask for your data to be rectified if it is incorrect. In certain circumstances, you can object to our use of your data, you can ask for it to be restricted or erased and for a copy in a structured electronic format.

If you are concerned about the way we have processed your personal information, you can complain to the Information Commissioner’s Office (ICO). Please visit the ICO’s website for further details.

Contact Us:

Email: Support@k2ms.com
Telephone: +44 (0)1752 397800
Post: The Data Protection Officer, K2 Medical Systems, Summit House, 26 William Prance Road, Plymouth PL6 7SL.

Use of Cookies

K2 Medical Systems may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.
Cookies contain information that is transferred to your computer’s hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Cookies from the following services are in use on our site: **Google Analytics, Twitter and ShareThis.**

Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, Google Analytics uses first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We then use the information to compile reports and to help us improve our site. For more information about the information that Google stores, please click the following link: [https://policies.google.com/privacy?hl=en](https://policies.google.com/privacy?hl=en)

When you use the K2 website, you will also be sent the Twitter session cookies, which are used to track usage of the Twitter service. Please see the following link to learn more: [https://help.twitter.com/en/rules-and-policies/twitter-cookies](https://help.twitter.com/en/rules-and-policies/twitter-cookies)

When you access a K2 News Article, you will be sent ShareThis session cookies. The ShareThis service allows users to share the news article on their social media feed. Please see the following link to learn more about this 3rd Party Cookie: [https://www.sharethis.com/privacy](https://www.sharethis.com/privacy)

**How to refuse cookies**

Most browsers allow you to refuse to accept cookies.

In **Chrome**, navigate to: `chrome://settings/content/cookies` and deselect ‘Allow sites to save and read cookie data’ and ‘Block third-party cookies’

In **Internet Explorer/ Microsoft Edge** you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector.

In **Firefox**, you can adjust your cookies settings by clicking “Tools”, “Options” and “Privacy”.

In **Safari (Mac)**, follow the instructions on this Apple Support page: [https://support.apple.com/kb/ph21411?locale=en_GB](https://support.apple.com/kb/ph21411?locale=en_GB)

In **Safari (iOS)**, follow the instructions on this Apple Support page: [https://support.apple.com/engb/HT201265](https://support.apple.com/engb/HT201265)

Blocking cookies will have a negative impact upon the usability of some websites.

**Changes to this Statement**

We will occasionally update this Privacy Policy to reflect company and customer feedback. We encourage you to periodically review this Policy so that you are informed of how we are protecting your information.

**Glossary**
Personal data

According to the General Data Protection Regulation, ‘personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Cookies

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer or mobile phone browser from a website’s computer and is stored on your computer’s or mobile phone’s hard drive. Each website can send its own cookie to your browser if your browser’s preferences allow it, which the site can then access when you visit it again to track online traffic flows, for example. A website cannot access cookies sent by other websites.

Data Controller

A data controller determines the purposes for which and the manner in which any personal data are processed. In essence, this means that the data controller decides how and why personal data are processed.