+44 (0) 208 392 5161
www.vertumedical.com
post@vertumedical.com

Reviewed date: 26/05/2026

Privacy Notice

Introduction

Vertu Medical is committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, store, share and protect personal information when you interact with us, use our website, contact us, purchase or sell equipment through us, apply for employment, or otherwise engage with our services.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable data protection laws.

This notice applies to:

- Customers and prospective customers
- Suppliers and business partners
- Website visitors
- Individuals contacting us by email, telephone or online forms
- Employees, contractors and job applicants
- Representatives of hospitals, clinics, universities, veterinary practices and other organisations we work with

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1. The Information We Collect

We may collect and process the following categories of personal information:

A. Information You Provide Directly

This may include:

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- Full name
- Job title
- Organisation or company name
- Email address
- Telephone number
- Postal address
- Billing and payment information
- Equipment enquiries and project requirements
- Communications sent to us
- CVs, employment history and recruitment information
- Any information submitted through our website forms

B. Information Collected Automatically

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Website usage information
- Cookies and tracking data
- Date, time and pages visited

C. Information From Third Parties

We may receive personal data from:

- Publicly available sources
- Business partners and suppliers
- Recruitment agencies
- Trade events and networking activities
- Customers and organisations we work with

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2. How We Use Personal Information

We use personal information for the following purposes:

Customer and Supplier Management

- Responding to enquiries and requests
- Providing quotations and proposals
- Managing contracts and projects
- Arranging equipment delivery, installation, de-installation and servicing
- Managing supplier relationships
- Processing payments and invoices
- Providing customer support

Business Operations

- Operating and improving our business
- Maintaining records and internal administration
- Quality management and compliance monitoring
- Health and safety management
- Fraud prevention and security

Recruitment and Employment

- Assessing job applications
- Conducting recruitment activities
- Managing employment relationships
- Meeting legal and regulatory obligations

Marketing and Communications

- Sending relevant business updates and marketing communications
- Informing you about products and services that may interest you
- Managing event invitations and networking communications

You may opt out of marketing communications at any time.

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Website Administration

- Monitoring website performance
- Improving website functionality and security
- Analysing website usage trends

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3. Lawful Bases for Processing

Under UK GDPR, we rely on one or more of the following lawful bases:

- **Contract:** where processing is necessary to perform a contract or take steps before entering into a contract
- **Legal obligation:** where processing is necessary to comply with legal or regulatory requirements
- **Legitimate interests:** where processing is necessary for our legitimate business interests and those interests are not overridden by your rights
- **Consent:** where you have given consent for specific processing activities

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4. Who We Share Information With

We may share personal information with:

- Service providers and contractors
- Logistics and transport providers
- Installation and engineering partners
- IT and website hosting providers
- Professional advisers including accountants, insurers and legal advisers
- Financial institutions and payment processors
- Regulatory authorities, courts or law enforcement agencies where required by law
- Manufacturers and industry partners involved in equipment projects

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We require third parties handling personal data on our behalf to keep it secure and use it only for authorised purposes.

We do not sell personal information to third parties.

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5. International Transfers

As Vertu Medical operates internationally, personal information may be transferred to and processed outside the United Kingdom.

Where we transfer personal data internationally, we take appropriate safeguards to protect it, including:

- Transfers to countries recognised as providing adequate protection
- Standard contractual clauses approved by regulators
- Appropriate contractual and organisational security measures

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6. Data Retention

We keep personal information only for as long as necessary for the purposes for which it was collected, including:

- Meeting legal, accounting and tax obligations
- Managing ongoing business relationships
- Resolving disputes
- Maintaining business and compliance records

Retention periods vary depending on the nature of the information and legal requirements.

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7. Your Rights

Under data protection law, individuals have rights including:

- The right to be informed about how personal data is used
- The right to access personal data
- The right to request correction of inaccurate information
- The right to request deletion of personal data in certain circumstances
- The right to restrict processing
- The right to object to processing
- The right to data portability
- The right to withdraw consent where consent is relied upon
- Rights relating to automated decision-making and profiling

To exercise your rights, please contact us using the details below.

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8. Security of Personal Information

We take appropriate technical and organisational measures to protect personal data against:

- Unauthorised access
- Loss or destruction
- Misuse
- Alteration or disclosure

These measures include secure systems, restricted access controls, staff awareness measures and appropriate operational safeguards.

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9. Cookies

Our website may use cookies and similar technologies to improve user experience and analyse website traffic.

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Cookies may collect information about how visitors use the website. You can control cookie settings through your browser preferences.

Where required by law, we will request consent before placing non-essential cookies.

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10. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites.

We encourage users to read the privacy notices of any external websites they visit.

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11. Complaints

If you have concerns about how we use personal information, please contact us first so we can try to resolve the matter.

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12. Contact Us

If you have any questions about this Privacy Notice or wish to exercise your rights, please contact:

Vertu Medical
Email: post@vertumedical.com

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13. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect legal, regulatory or operational changes.

The latest version will always be available on vertumedical.com.