

Privacy & Cookies

Introduction

As a company, we are committed to the ethical and transparent use of data. This page explains what happens to any personal data that you provide to us directly or data that we collect through website cookies and other technologies.

People who visit our website

A brief summary

- We collect anonymous statistics about your visit, like which of our pages you viewed.
- Some 3rd parties like Facebook and Twitter may know you visited this website, if you use their services. We can't control them but we don't believe this knowledge poses any threat to you.
- We never share your data with 3rd parties except to help us improve our own products.

These are just the key points. If you need detail, keep reading.

Measuring our visitors

We measure visitors to our website using Google Analytics. This records what pages you view within our site, how you arrived at our site and some basic information about your computer. All of that information is anonymous – so we don't know who you are; just that *somebody* visited our site.

The information we collect from analytics helps us understand what parts of our sites are doing well, how people arrive at our site and so on. Like most websites, we use this information to make our website better.

Social interactions

We are using social interaction tools on our website – such as the “Like” and “Tweet” buttons.

To do so we embed code that they provide and we do not control ourselves. To function their buttons generally know if you're logged in; for example Facebook use this to say “x of your friends like this”. We do not have any access to that information, nor can we control how those networks use it.

Social networks therefore *could* know that you're viewing this website, if you use their services (that isn't to say they do, but their policies may change).

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

Use of cookies on our website

Cookies are used on this site to remember visitor preferences and improve user experience. We have provided site visitors with a clear option to accept or reject all cookies directly on our site. For detailed information about the cookies we use and why please read the [Cookies](#) section.

People who contact us via social media

Management of our social media channels (facebook, instagram, twitter & youtube) is supported by a number of third party Marketing & PR Partners. More information is available under the Third Party Data Recipients section included on this page.

If you send us a private or direct message via social media you should be aware that the content and any links (e.g. your name, a link to your public profile and any information on your public profile) will also be visible/available to those partners.

Equally, if you reach out to an employee or representative of Hospitalian directly through social media in relation to the company or our products the information you provide may also be processed by us in order to facilitate your request.

People who email us

We use G-Suite - a collection of SaaS products developed and maintained by google to deliver various infrastructure services to support our business including email. In their own words *"Google employs an extensive team of lawyers, regulatory compliance experts, and public policy specialists who look after privacy and security compliance for Google"* - you can read more about how Google is committed to GDPR compliance across Google Cloud services here: <https://cloud.google.com/security/gdpr/>

We will never provide your personal information or email address to any third parties except where they are specifically employed to help deliver our services.

People who purchase our products and/or use services provided by us

We use a number of third-party Infrastructure Services & Providers to fulfil our regulatory accounting and finance obligations.

If you purchase products directly from us or use services provided by us, details of those transactions will be shared with the appropriate partner as required in order to complete the transaction/request. More information is available under the Third-Party Data Recipients section included on this page.

Further information

GDPR

We follow the guidelines set out by the General Data Protection Regulation (GDPR) when we collect and process personal data which states that processing should be:

Accurate

- We take every reasonable step to ensure that data is accurate and kept up to date, that inaccurate data, having regard to the purposes for which they are processed, are erased or rectified without delay.

Minimal

- The data we collect will be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed (also referred to as 'data minimisation').

Secure

- We process personal data in a manner that ensures appropriate security, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

Legal

- Personal data will be processed lawfully, fairly and in a transparent manner in relation to the data subject.

Specific

- Data is collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.

Time-Limited

- Data will only be retained for a period necessary to complete the purposes for which it was collected.

Lawful Bases for Data Processing

Introduction

We only process personal data on the following legal bases:

Consent

Where the data subject has given clear consent for us to process their personal data for a specific purpose such as:

- Receiving our newsletters

Contractual

Where the processing is necessary for a contract we have with the data subject, or because they have asked us to take specific steps before entering into a contract.

- Before we have a contract, so that we can communicate.
- If we're entering into a contract, so that we can perform our obligations to you.
- If we have a contract together, so that we can fulfil our end of the bargain.

Legal

Where the processing is necessary for us to comply with the law (not including contractual obligations) such as:

- HMRC and accounting purposes.

Right To Object To Processing

Direct Marketing

You have the right to object to us processing your data for direct marketing purposes at any time.

To ensure your request is processed efficiently please submit your request in writing directly to: info@hospitalian.co.uk or use the unsubscribe link in the footer of any marketing correspondence you have received.

Third-Party Data Recipients

We use third-party data processors to provide various elements of our services. We have contracts in place with those processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct.

In some circumstances, we are legally obliged to share information. For example under a court order or where we cooperate with other European supervisory authorities in handling complaints or investigations.

Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Read more about what a cookie is on the [Cookies & You](#) website.

Your Cookie preferences

This cookie remembers a user's choice about cookies on www.hospitalian.co.uk Where users have indicated a preference, it will be stored in this cookie.

Google Analytics / Universal Analytics

These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. [Read Google's overview of privacy and safeguarding data](#)

Comments

When visitors leave comments on our website we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture will be visible to the public in the context of your comment.

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

How long we retain your data

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

What rights you have over your data

If you have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Where we send your data

Visitor comments may be checked through an automated spam detection service.

How do I change my cookie settings?

We have provided site visitors with a clear option to accept or reject all cookies directly on our site. Additionally, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

Any questions?

We may update this privacy policy from time-to-time, particularly as technology changes. You can always check this page for the latest version. We may also notify you of changes to our privacy policy by email. If you have any questions about how we process personal data, please send an email to info@hospitalian.co.uk