

## **PRIVACY POLICY**

Bimeda UK (“Bimeda”) is engaged in the manufacture, supply and distribution of animal pharmaceutical products and animal remedies on a global basis.

The Data Protection Act, 2018 and the United Kingdom General Data Protection Regulation (**UK GDPR**) is the legislation governing the way that the Bimeda UK (as defined below) carry out their information processing activities. The purpose of this Privacy Policy is to set out the relevant legislation and to describe the steps Bimeda UK is taking to ensure that it complies with it.

This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us and your rights in relation to your personal data. Bimeda is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### **WHAT PERSONAL DATA DO WE COLLECT AND PROCESS?**

In operating its business Bimeda will collect and gather the following categories of personal data (“**Personal Data**”):

- Identity Data such as first name, surname, gender, date of birth, Licence Number (Licenced Merchants only).
- Contact Data such as address, e-mail address, Eircode, telephone number.
- Financial Data such as your payment card details, bank details, VAT number, information about payments to and from you and other details of goods/ products you have purchased from us.
- Profile and Technical Data such as your username and password, purchase orders made by you, internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology.

## **WHAT PRINCIPLES WE APPLY TO THE COLLECTION AND PROCESSING OF PERSONAL DATA**

In relation to personal data, we are committed to:

- Processing Personal Data fairly and lawfully in line with individuals' rights;
- Keeping all Personal Data confidential, safe and secure;
- Making sure that Personal Data is accurate and kept up to date;
- Making sure that any Personal Data processed for a specific purpose are adequate, relevant and not excessive for that purpose;
- Removing irrelevant information as necessary.

## **HOW WE USE YOUR PERSONAL DATA**

We will only use your Personal Data when the law allows us to. Most commonly, we will use your Personal Data in the following circumstances:

- registration to use our website;
- Process purchases and other transactions;
- corresponding with us in relation to our services;
- subscribing to our services;
- using our services;
- reporting a problem with our website.

We do not request from you, and we request you do not provide any special categories/sensitive personal data (e.g., personal data relating to racial or ethnic origin, political or religious opinions, membership of a trade union, physical or mental health or condition or sexual life or orientation). This type of personal data is subject to special protections under the Data Protection Laws.

## **MARKETING**

We may use your Personal Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you. However, you will receive marketing communications from us only if you have requested information from us or purchased services from us or if you provided us with your details when purchasing a product/service and, in each case, you have not opted out of receiving that marketing.

You can opt out of any marketing communications from us at any time by notifying us on the details above.

## **HOW WE USE COOKIES**

Please note that we use cookies to make our website function correctly and to enhance visitor experience. Cookies are simple text files that are stored on your computer or mobile device.

For further information, please see our [\*\*Cookie Policy\*\*](#).

## **LINKS TO OTHER WEBSITES**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **HOW WE PROTECT YOUR INFORMATION**

We seek to use reasonable administrative, technical and physical safeguards, and other security measures to protect personal information within our organization from growing threats. Unfortunately, no data transmission over the Internet or data storage system can be

guaranteed to be 100% secure. We therefore recommend that you use every precaution to protect your information when using the internet and any other links. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with our 'Contact Us' details below.

## **YOUR PRIVACY CHOICES**

If you would like to access, delete, review, or update personal information that you have provided to us, you may contact us as indicated in the 'Contact Us' details below. For your protection, we may need to verify your identity before implementing your request. We will respond to your request consistent with the Data Protection Laws.

## **CHANGES TO OUR PRIVACY POLICY**

Our Privacy Policy is an evolving document and we may amend this Privacy Policy at any time. Any changes to our Privacy Policy.

## **CONTACT US**

If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact at the following email address: [dataprotection@bimeda.com](mailto:dataprotection@bimeda.com).