

Privacy Notice

Avicenna Health Limited is a company providing services to you under the name of Avicenna Health, Home Visit Doctor or Blood Tests at Home. We value our ability to provide you with information through our interactions with you, whether they are face to face interactions, on the phone or via email.

This Privacy Notice explains how Avicenna Health (we, us and our) collect, use, and share personal information that you provide to us, or that we may otherwise obtain or generate, which relates to you. Please take a moment to review this Privacy Notice and, if you have any questions, feel free to get in touch via one of the methods set out below.

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1. What personal information do we collect, and where do we obtain it from?

As a patient who has used our services in the past, the personal information we collect about you includes:

- Your name
- Email and Mailing address
- Phone number
- Date of birth & Age
- Gender
- Contact preferences
- Language

How do we obtain personal information about you?

From your contact with us and subsequent completion of our registration forms which we keep on file.

2. How we use your personal information

We use your personal information to:

- A. Contact and interact with you, including to:
 - a. Answer your questions and request for services, and solicit your feedback; send important notices, such as changes to our terms, conditions and policies

- B. Manage our day-to-day operations, including:
 - a. to comply with applicable laws, rules, regulations, guidance, codes, and industry/ professional rules and regulations;
 - b. to comply with demands or requests made by relevant third parties such as insurance companies, regulatory bodies and government organisations with your consent

- C. Improve our day-to-day operations, including:
 - a. for internal purposes such as auditing and data analysis
 - b. to monitor and analyse trends, usage and activities in connection with our products and services to understand which parts of our digital platforms and services are of the most interest and to improve our services
 - c. to ensure we have up-to-date contact information for you.

On what basis do we use your personal information?

For legitimate business purposes: Using your personal information helps us to operate and improve our business and minimise any disruption to the services that we may offer to you. It also allows us to make our communications with you more relevant and personalised to you, and to make your experience of our products and services an efficient and effective one.

To comply with our legal obligations and other demands for information: Compliance with laws, regulations, rules, codes and guidance is important to us, and we would want to be able to comply with these, as well as the other requests or demands for data as set out here. They affect the way in which we run our business, and they help us to make our products and services as safe as we can. Where we use your personal information for this purpose, rest assured that where possible we will take measures to protect your personal information.

Your consent: At times we may need to get your consent to allow us to use your personal information for one or more of the purposes set out above. You have various rights where we are processing your information on the basis of your consent. For example, if you don't want to be on one of our mailing lists, you can choose to opt out at any time by following the "unsubscribe" instructions at the bottom of our promotional emails or by replying back to our emails and asking us to remove you from our mailing list.

3. We sometimes share your personal information

We may share your personal information with any of the following:

- our agents
- your GP/Hospital specialist
- our suppliers (such as Cliniko which provides us with technology solutions)
- our professional advisors (Indemnity organisations)
- our affiliates; regulators, governments and law enforcement authorities; courts, tribunals, arbitrators or other judicial committees

We will implement appropriate measures to ensure that your personal information remains protected and secure when it is transferred outside of your home country, in accordance with applicable data protection and privacy laws. These measures include data transfer agreements implementing standard data protection clauses.

Websites that we do not own or control

From time to time we may provide links to websites or mobile applications that we do not own or control. This Privacy Notice does not apply to those websites. If you choose to use those websites, please make sure that you check the legal and privacy statements posted on each website or mobile application you access to understand their privacy practices.

4. How long will we keep your personal information?

We have a records retention policy that sets out how long we keep your personal information. As a general rule, we keep your personal information for as long as required (a) to comply with law; (b) in connection with legal action or an investigation involving Avicenna Health; or (c) to provide you with information, access you have requested to digital channels (like our websites), our products and our services.

5. How secure is your personal information?

We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use or disclosure. Our suppliers are carefully selected and required to use appropriate measures to protect the confidentiality and security of your information. Unfortunately, the transmission to us of information via the internet or a mobile phone network connection may not be completely secure; any transmission is at your own risk.

6. Exercise Your Rights under this Privacy Notice

You may have the right:

- to withdraw your consent to the processing of your information at any time, where we process your personal information based on having your consent;
- to ask Avicenna Health about the processing of your personal information, including to be provided with a copy of your personal information held by Avicenna Health;
- to request the correction and/or deletion of your personal information, or restrict or object to the processing of your personal information;
- to request to obtain and reuse your personal information for your own purposes across different services; and
- to complain to a competent supervisory authority, or to a court of law, if your data protection rights are violated or you have suffered as a result of unlawful processing of your personal information.

If you would like access to the information that we hold about you, if any of the information that we hold about you is inaccurate or out of date, or if you wish to restrict or object to us processing it, please let us know by getting in touch via one of the methods set out below.

What if you do not want to provide us with your personal information?

Where you are given the option to share your personal information with us, you can always choose not to do so.

If you choose not to provide us with your personal information, you object to our processing of your personal information, or you choose to withdraw any consent that you may have provided to processing, we will respect such requests in accordance with our legal obligations. This may mean, however, that we may not be able to perform the actions necessary to achieve the purposes set out above. It may also mean that you may not be able to make use of the services and products offered by us.

Avicenna Health may be required or entitled to retain your information to comply with legal and regulatory obligations and to protect and exercise our legal rights and interests.

7. Cookies and Other Technologies

Avicenna Health's websites, online services, interactive applications, email messages, and advertisements may use cookies and other technologies such as device identifiers to improve user experience, help us understand how our platforms are being used – for example, which parts of our websites have been visited and which emails opened – and to measure the effectiveness of advertisements and services.

We generally treat information collected by cookies and other technologies as non-personal information. However, to the extent Internet Protocol (IP) or similar identifiers are considered personal information by local law, we also treat these identifiers and information collected by cookies and other technologies, which can be linked to such identifiers, as personal information.

More information about cookies

To enhance your experience of our websites, we may use "cookies." A cookie is a unique numeric code that is transferred to your computer's browser to track your interests and preferences and to recognize you as a return visitor. Information may be collected automatically by cookies and other technologies. To learn how to prevent information from being collected automatically, please see the "Putting you in control of your personal

information” section below. Please note that certain features of our websites will not be available if cookies are disabled.

We use cookies for different purposes

- Essential Operations
 - These cookies are necessary to allow us to operate the websites
- Functional
 - We may use cookies and other technologies to honor choices you have made on how you would like the platforms to function when you access them. For example, we may use functional cookies to remember personal information when you visit our websites to make your experience more convenient and personal.
- Performance/Analytics
 - We use cookies to analyse the performance of our sites, to maintain, operate, and continually improve them. We use cookies to analyse the use of our sites and digital communication channels. For example, we may obtain information from communications you request, including whether you opened or forwarded an email or clicked on any of its content. This tells us about our communications’ effectiveness and helps us deliver information that you find interesting.

8. Putting you in control of your personal information

Once you have given us your personal information, there are various ways in which you can control how it is processed even without having to exercise any of the rights described in this Privacy Notice. Simply contact us requesting that we remove your data.

9. Contact Us

Data Controller and Data Protection Officer

Dr N Mohsin
Data Governance Lead
Avicenna Health Ltd
Hamletts of Woodford,
698-702 Chigwell Road,
Woodford Green,
Essex. IG8 8AL
admin@avicenna-health.com

Our Services:

www.avicenna-health.com

Private GP Clinic in Woodford Green

www.homevisitdoctor.co.uk

Private Home Visiting GP Service

www.bloodtestsathome.co.uk

Phlebotomy services in your home using
your GP request form