

#BeThe Change Insights Community Privacy Policy

Our contact details

Name: “#BeTheChange Insights Community” c/o Eakin Healthcare Group

Address: 15 Ballystockart Road, Comber, Co. Down, Northern Ireland, BT23 5QY

Phone Number: 0800 318 282

E-mail: productmanagement@eakinhealthcare.com

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contact information and characteristics (for example, name, location, age, gender, and contact details)
- Information regarding your stoma, including stoma type, when your stoma was formed, the type and brands of the products you use, and how you obtain your supply of these goods.
- Information about how easily you are able to express yourself and your feelings around the management of your stoma.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- For the purpose of new product development
- For the purpose of service enhancement or development
- For the purpose of furthering our understanding of living with a stoma or chronic illness
- For the purpose of better understanding our branding and/or marketing initiatives

We use the information that you have given us in order to segment and better understand the specific requirements / opinions of distinct groups of people, dependant on their demographic information, stoma type, product usage and their outlook on living with a stoma.

We may share this information with our sister companies, Pelican Healthcare Ltd and Respond Healthcare Ltd.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting productmanagement@eakinhealthcare.com

(b) We have a legitimate interest.

How we store your personal information

Your information is securely stored at the Qualtrics European Data centre in Germany

We intend to keep information regarding you, your stoma management, and your outlook regarding living with a stoma for the duration of the “#BeTheChange Insights Community” initiative or until you tell us otherwise. However, we may keep your data for up to 7 years once you are no longer part of the community for product or service development purposes.

We will then dispose your information by deleting your profile from the Qualtrics CRM system (branded at XM Directory).

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at the if you wish to make a request:

Email: productmanagement@eakinhealthcare.com

Postal Address: 15 Ballystockart Road, Comber, Co. Down, Northern Ireland, BT23 5QY

Phone: 0800 318 282

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us via the contact detail below;

Data Protection Officer
Eakin Healthcare
Greypoint,
Cardiff Business Park,
Llanishen,
Cardiff
CF14 5WF

Alternatively, you can email dataprotection@eakinhealthcare.com

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>