

## **PRIVACY POLICY**

PharmaTelevision® is an on-line broadcaster located in Oxford, United Kingdom. We are committed to protecting the personal information of our registered viewers and we will only use the information we collect in the ways stated in this Policy. This policy applies to PharmaTelevision and all users of our website - when registering to watch programmes you acknowledge that you have read this policy and that you consent to the collection, use and disclosure of your personal information as set out below.

PharmaTelevision's website can be accessed and browsed without disclosing any personal information. The site does not enable our visitors to communicate with other visitors or to post information that may be accessed by others. Our website does not include links to any third party web service providers.

### **1. COLLECTION OF PERSONAL INFORMATION**

Personal information is any information about you from which you can be personally identified. PharmaTelevision collects three types of information from our website users:

- personal information provided by you during the registration process
- personal information provided by you when contacting us by email or telephone for technical support or other enquiries
- tracking information collected automatically (section 2).

We do not collect information about our visitors from other sources, such as public records or bodies, or private organisations. We do not collect information for any use other than for:

- research and development of our website
- marketing purposes.

If we wish to use your personal information for a new purpose, we offer you the means to consent to this by indicating in a box at the point on our website where the information is collected.

### **2. COLLECTION OF FINANCIAL INFORMATION**

Financial information is any information supplied by users and customers that is required by PharmaTelevision to process the payment of subscriptions and pay-per-view products, and advertising services.

PharmaTelevision collects two types of financial information from our website users:

- financial information provided by you during the payment process
- financial information provided by you when contacting us by email or telephone for payment support or other enquiries

PharmaTelevision does not store this information and does not disclose, rent or sell this information to third parties or to our subsidiaries.

### **3. TRACKING INFORMATION/COOKIES**

PharmaTelevision automatically logs personal information by means such as programming or we link information automatically logged by such means with personal information about specific individuals. This information is used for:

- research and development of our website
- marketing purposes.

We use cookies to store personal information or we link personal information stored in cookies with personal information about specific individuals. We use this information for research and development of our website.

#### **4. CHILDREN'S PRIVACY**

PharmaTelevision does not knowingly collect personal information from children and does not take any specific steps to protect the privacy of children who disclose their personal information to us.

We do not provide information about our personal information practices in relation to children on our home page, or at any point on our website where we collect personal information.

#### **5. DISCLOSURE OF PERSONAL INFORMATION**

PharmaTelevision does not sell or rent the personal information we collect about you to any third parties or to our subsidiaries. We reserve the right to disclose the information to third parties as follows:

- to any sub-contractors we may engage to assist us in maintenance and operation of the PharmaTelevision website. We require all sub-contractors to enter into confidentiality agreements which prevent them from having any independent right to use your personal information
- in connection with an actual or potential sale, merger, transfer, exchange or other disposition of all or part of PharmaTelevision
- where disclosure is necessary either in response to a subpoena, court order or government request, for the purposes of taking legal action to establish or exercise PharmaTelevision's legal rights or defend legal claims against PharmaTelevision, to investigate, prevent and/or take other action in connection with possible illegal activities, violations of PharmaTelevision's Terms and Conditions or as otherwise required and/or permitted by law or regulation.

#### **6. SECURITY OF PERSONAL INFORMATION**

PharmaTelevision has implemented security policies, rules and technical measures to protect the personal information that we have from:

- unauthorised access
- improper use or disclosure
- unauthorised modification
- unlawful destruction or accidental loss

however no on-line system is impenetrable and we cannot guarantee the security of your personal information on-line.

All our employees, who have access to, and are associated with the processing of personal information, are obliged to respect the confidentiality of our visitors' personal information.

## **7. ACCESS TO PERSONAL INFORMATION**

At all times you may update or change your personal information online at [www.pharmatelevision.com](http://www.pharmatelevision.com) by logging in and visiting the 'Profile' page. You may also ask us whether we hold any personal information about you by emailing:

[enquiries@pharmatelevision.com](mailto:enquiries@pharmatelevision.com)

Upon request we will provide you with a copy of the personal information that we hold about you without charge, although we will require proof of your identity. We will allow you to challenge the information we hold about you and, where appropriate, you may have the information erased, amended or completed.

We do not reserve the right to refuse to provide you with a copy of your personal information.

## **8. PRIVACY SUPPORT**

If you have an enquiry or concern about our privacy policy, please contact:

[enquiries@pharmatelevision.com](mailto:enquiries@pharmatelevision.com)