

## PRIVACY POLICY

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The Executive Personal Assistant Ltd, trading as Designated is committed to protecting the privacy of our clients and any visitors to our websites, [www.designatedpa.com](http://www.designatedpa.com) and [www.designatedmedical.com](http://www.designatedmedical.com) (“sites”). Please read this privacy policy to understand how we use and protect any information that we collect about you.

This privacy policy is intended to assist you in making informed decisions when using our Sites and any services provided through it.

### YOUR CONSENT

By visiting our sites and/or registering your details with Designated, you consent to us collecting, storing, using and (if applicable) transferring your personal information in accordance with this privacy policy.

If we decide to change our privacy policy, we will post those changes on this page to keep you aware of the way we collect, use and disclose information.

### THE INFORMATION WE COLLECT

We may collect and process the following information about you:

- (a) information that you provide to us when you register your details with Designated PA or fill out forms on the Sites;
- (b) information about you which you include in any e-mails or letters that you send to us;
- (c) information about your usage of the Sites; and
- (d) information about your computer, which may include your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers (statistical data about' browsing actions and patterns that does not identify any individual).

### COOKIES

The sites uses cookies to ensure that you get the most out of the sites and so that we can tailor our services to you. Cookies are small amounts of information in the form of text files that we store on your computer. Cookies allow us to monitor websites traffic, improve the sites’s usability and to personalise the content of the Sites for you. We may use an analytics service provider for websites traffic analysis and reporting. Analytics service providers generate statistical and other information about websites use by means of cookies, which are stored on users' computers. The information generated relating to the Sites may be used to create reports about the use of the Sites and the analytics service provider will store this information.

A few of the methods that may be used to store or access information already stored on your computer are as follows (although note that subsequent technology and



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methods may be developed):

- Cookies. A cookie is a text file placed on a device when a user visits a websites. Cookies can be temporary (e.g. session) or permanent (e.g. persistent). They can also be first party (e.g. placed by us) or third party (e.g. placed by a third party advertiser or ad server).
- Flash Cookies. A Flash cookie (or locally shared object) is a data file placed on your device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. This can operate across all your browsers
- HTML5. HTML5 cookies can be programmed through HTML5 local storage and do not require a plug-in.
- ETag or entity tag. An opaque identifier assigned by a web server to a specific version of a resource found at a URL that acts as a form of device identifier.

### YOUR CONSENT TO OUR USE OF COOKIES

You have the right to object to the use of cookies. We provide information about our use of cookies on our Sites in this privacy policy. If you do not change the settings on your internet browser to disable, remove or reject cookies, you are deemed to consent to our use of cookies on our Sites. Please note that we are not required to obtain your consent to the use of cookies where storage of, or access to, the information collected by such cookies is strictly necessary for Designated PA to provide the services that you have requested.

If you do not wish for cookies to be installed on your computer, you can change the settings on your internet browser to disable, remove or reject cookies. For more information about how to do this, you should consult the “Help” section of your browser. In some but not all instances, cookies can be blocked in the future by selecting certain settings. Each browser you use will need to be set separately and you will see that different browsers offer different functionality and options in this regard. Please note that rejecting cookies via your browser may not be effective with regard to HTML5 and Flash cookies (which are explained in more detail above). For information on disabling Flash cookies, please go to Adobe’s websites [www.adobe.com](http://www.adobe.com).

Each time you revisit our Sites your ability to restrict the use of cookies is subject to your browser settings and limitations at the time. Please be aware that if you disable, remove or reject cookies, some parts of our Sites will not work and we may not be able to provide you with our services and/or fulfill your orders.

### THE WAY YOUR INFORMATION IS USED

We may use your information in the following ways:

- (a) to ensure that content from our Sites is presented in the most effective manner for you and your computer;



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- (b) to provide customer service to you in relation to your use of the Sites, to deal with enquiries and complaints relating to the use of the Sites;
- (c) notify you every now and again about important changes to the Sites or our services;
- (d) to administer, support, improve, optimise and develop our Sites;
- (e) for internal marketing and demographic studies to improve the products and services that we provide; and
- (f) for security purposes.

We may also use your information to notify you of the latest Designated services, news and our exciting new offers. **If you do not want to receive such marketing communications, please send an email to [info@designatedgroup.com](mailto:info@designatedgroup.com)**

We may permit selected third party partners or affiliates of ours to provide you with information about their products and services which may be of interest to you, as long as you have consented to receive marketing communications from our selected third parties for such purposes.

**You may opt out from receiving marketing communications at any time by notifying us in writing, contacting us at [info@designatedgroup.com](mailto:info@designatedgroup.com).**

### THIRD PARTY SITES

The sites contains links to websites that are operated by third parties. We do not control and accept no liability or responsibility for those websites and this privacy policy does not apply to those websites. Please consult the terms and conditions and privacy policies of those third party websites to find out how they collect and use your personal data.

Advertisements contained on our sites operate as links to the advertiser's websites and as such any information they collect by virtue of your clicking on that link will be collected and used by the relevant advertiser in accordance with the privacy policy of that advertiser.

### WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored in a secure vault that can only be assessed by a member of the Designated team. A team member maybe engaged in, among other things, the fulfillment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.



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### HOW WE PROTECT YOUR INFORMATION

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Once we have received your information, appropriate security measures will be adopted to protect your information from access by un-authorized persons and against unlawful processing, accidental loss, destruction and damage. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, you acknowledge that we cannot guarantee the security of data you send over the internet and that you send your information at your own risk.

Your information will only be held for a reasonable period or as long as the law requires or permits.

### DISCLOSURE OF YOUR INFORMATION

We may also disclose your personal information: (i) to our affiliates, franchisees, suppliers, delivery companies, customers with whom we have contracted to provide services to you and other third parties to whom disclosure is necessary to enable us to process your orders and provide you with any service to which you have subscribed via the sites; (ii) where required to do so by law or court order; (iii) upon the sale of the business (in which case personal data of our customers will be one of the transferred assets); and (iv) to any person to whom disclosure is necessary to enable us to enforce our rights under this privacy policy or under our Terms and Conditions. Other than as expressly set out in this privacy policy or as otherwise required or permitted by law, we will not share, sell or distribute any of the information you provide to us without your consent.

### ACCESSING YOUR INFORMATION

You may at any time request access to your personal data by contacting us using the contact details set out below. We reserve the right to ask you for proof of your identity and to charge you a fee of ten pounds sterling (£10) to meet our costs in granting any data access request you make.

### CONTACTING US

The Executive Personal Assistant Ltd, trading as Designated of 7-10 Chandos London, W1G 9DQ United Kingdom is your data controller in relation to any personal data that you provide to us.

If you wish to know what information we hold about you or if you have any queries about this privacy policy, our sites practices or your personal dealing with this sites,





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you can contact our nominated representative for dealing with data protection issues, who can be contacted at [info@designatedgroup.com](mailto:info@designatedgroup.com).

