



## Privacy Policy

### Data protection

Paramedic Rescue Services (PRS) Ltd is registered by the Information Commissioner's Office ([ICO](#)) under the Data Protection Act 1998, so that we may record and store certain pertinent details about you or your company/organisation for the purposes of running our business and to comply with the requirements of other Acts under which we are legally obliged to operate.

We value your visit to this website. Protecting the privacy of our visitors and clients is very important to us. We take measures to ensure your data is kept classified, as outlined in this document. By ensuring you know of this Policy and understand it, we can provide you with a better service. Please take some time to read this document to learn how we handle personal information.

### What does this Privacy Policy cover?

This Privacy Policy covers Paramedic Rescue Services (PRS) Ltd's responsibility to keep personal information of other individuals and bodies confidential, when using this website or any of the company's services. The Policy, however, does not apply to the practices of companies or bodies over which we have no control (externally-linked companies, for example), or to individuals that PRS does not directly employ.

### Collection and Utilisation

Paramedic Rescue Services (PRS) Ltd collects and uses personal data to provide a better customer service, convenient access to our products and services, and to attempt to make a wider range of services and products available.

### What we collect

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping, including training records.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

This company will collect information about an individual or other body when the individual/body registers an interest in employing our services or products, typically by means of course booking and becoming a 'signed-up' registrant to the newsletter or associated membership zones. We may also use personal information to inform our clients about new products, services, or changes to Paramedic Rescue Services (PRS) Ltd's policies which may affect them. Occasionally, we may contact our *registered* clients in order to participate in market research operations. This will enable us to measure the satisfaction of our customers and to develop better products and services or to improve on weak areas of service.

Our server also automatically collects IP addresses from visitors to our site and stores them in the server logs. These logs are kept only for security reasons, but may be used in the construction of statistical information about visitors to our site. For example, we may use this data to see how many customers of a certain ISP (Internet Service Provider) visit our site or use our services. We keep these logs until we deem it is no longer necessary to have them. In this eventuality, they will be permanently deleted.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [admin@paramedicrescue.com](mailto:admin@paramedicrescue.com).

### **Sharing information**

We do not and will never sell or distribute information about our clients or visitors to our website. However, at times we may be required by law or legal process to reveal personal information.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **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.

### **Access to your personal information**

By law, you have the right to see any personal information we may be storing, relevant to you. You may request this information in writing using a [Subject Access Request](#) and we must comply within 40 days of this request.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

A £10 will be payable. If you would like a copy of the information held on you please write to Paramedic Rescue Services, 26 York Street, London W1U 6PZ, enclosing your payment.

### **Changes to the Policy**

Paramedic Rescue Services (PRS) Ltd may alter this policy on occasion. If any significant change is made, we will inform all clients by means of a clear notification on our homepage. The privacy policy was last updated on Thursday 25th February 2011.

### **Questions/Comments**

If there are any parts of the Policy which you are unsure about and would like clarification, or if you have any suggestions about how the Policy could be improved, please do not hesitate to contact us. Our contact details can be found [here](#).