

Legal Information and Privacy Policy for Datapharm Systems Users

Datapharm is committed to protecting the privacy of all individuals using our services and products. The following statement discloses the legal and privacy practices for all Datapharm management system websites.

Information collection and use

Datapharm does not collect or store any personally identifiable information about users, unless you or your employer voluntarily provide this information. You might voluntarily provide information when you:

- Contact us - we may keep a copy of the correspondence
- Register to use Datapharm services
- Log into any of the Datapharm websites
- Fill in a form to attend a Datapharm event, meeting or training session
- Complete a survey for research purposes

We always aim to ensure that the personally identifiable information that we collect will be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed. Datapharm does not sell personal information it has gathered about you to third parties.

Datapharm uses the information you provide us to:

- Send you essential information required for the day-to-day usage of our software, such as the status of the workflow when using one of our management systems
- Respond to your queries and requests
- Notify you about changes to, and availability, of our services
- Carry out obligations arising from any contracts entered into between you or your employer and Datapharm
- Provide you with relevant information about products, services or training

Datapharm will disclose your personally identifiable information to third parties only under exceptional circumstances:

- If third party suppliers need it to perform a contracted role. For example, if a pharmaceutical company submits product information via In-Demand, the NHSBSA may need to contact the pharmaceutical company with questions about the data
- If we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation

Use of our software products and websites

When you use our software products and websites, we collect personally and non-personally identifiable information and details of visitor and/or user behaviour patterns.

What personally identifiable information do we hold?

- **Name** – Required so we know who we're talking to and to facilitate support and audit trail purposes
- **Contact Details** – We will hold one or more of the following so that are able to contact you for any of the reasons listed above
 - Email

- Phone number
- Company address
- **Company** – This is used to identify who you work for and to ensure you have the appropriate permissions to use our systems
- **User privileges** – These allow us to maintain the security of, and to grant the necessary access required to use, our systems
- **Submission information** – The information that you provide through our services provides an audit trail of your usage of our systems. This information is available to Datapharm, important sub-contractors and other people within your organisation who have privileges to access eMC Audit Reports through DMS
- **Login information** – Your username & password enable you to access our systems. Your password is encrypted using industry standard security techniques
- **Help Desk Contact** – If you contact the Servicedesk (by phone or email) we will log your communication to aid us with responding to you; to identify trends and to help improve our service to our Members

How long do we hold personally identifiable information?

The personal information that we hold about you will be maintained as long as you are a registered user of one of our systems and may be held for up to seven years after you have stopped being a registered user.

What non-personally identifiable information do we hold?

For example, non-personally identifiable information we collect includes the total number of visits to our websites, the number of visitors to each page and the domain names of our visitors' internet service provider. We use this information to analyse trends, administer the site and track users' movements so that we can improve our software and websites.

Cookies

We may from time to time use various cookies that retain information about you and your use of our websites.

A cookie is a small piece of data that is transferred from a website, via your web browser and is automatically stored on your device's hard drive. Cookies are widely used to make websites work or make them work better. Cookies provide us with information about your activities or preferences whilst using our websites and provide statistical and technical information about how you use our websites. We use this information to improve our websites and deliver a better personalised service.

How to manage cookies

Most web browsers are set to accept cookies, but if you don't want to receive cookies, you can change your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether. If you restrict or block web browser cookies, you may find that some aspects of our websites will not work.

For more information about cookies, including how to see what cookies have been set and how to manage and delete them, please visit the [All about cookies website](#).

IP address

An Internet Protocol (IP) address is a set of numbers that is automatically assigned to your device when you browse the internet. Our web servers may log the IP address and we may use this data to conduct system administration and to analyse website usage and performance. If you access our sites through mobile or other devices, we may also collect your unique device identifier.

Anonymous analytics cookies

Our websites use Google analytics to collect information about how visitors use our websites. For example the number of visitors, the time of visit, which pages you visited, whether you have visited the site before and what

site referred you to our websites. We use the data from Google analytics to compile reports and improve our websites. For more information and to opt out of being tracked by Google Analytics, please visit the [Google website](#).

Where we store your personally identifiable information

Any personally identifiable information that you provide will be stored on secure computers. The data will primarily be stored in the UK, but it may be stored and processed on computers located outside the European Economic Area (EEA) in accordance with current data protection guidelines.

Updates to legal and privacy policy

From time to time, Datapharm may revise this legal and privacy policy. Continued use of our services after receiving notice of a change in our privacy policy indicates your consent to the use of newly submitted information in accordance with the amendments.

This legal and privacy policy was last updated on 11th May 2018.