Privacy and Cookies Policy

Introduction

This document outlines how ITENDX Limited, trading as "BiomEdge", protects visitors' privacy to our website and explains our use of cookies and tracking technologies. We are committed to ensuring the security of your information and compliance with relevant UK data protection legislation. By visiting www.biomedge.co.uk, you consent to the practices described in this policy.

Data Controller

ITENDX Limited operates the BiomEdge website. Our registered address is 1 Hallam Grange Rd, Sheffield, S10 4BH, United Kingdom. For privacy-related inquiries, contact us at contact@biomedge.com. Our website provides further contact details.

Scope of this Policy

This policy describes how we process personal information collected through our website. It does not cover information you provide to third parties, such as payment providers or other websites; please review their respective privacy policies.

Policy Updates

We may modify this policy periodically. The effective date indicates the latest version. Your continued use of our website after any changes constitutes acceptance of the updated policy. We may also notify you of significant changes via email or in-service messages.

Information Collection

We collect the following types of information:

- **Information you provide:** This includes your name and contact details, health questionnaire responses, samples you provide, transaction details, information you provide for display on our service or in messages, information for newsletters or marketing, and your communications with us. Some of this information, such as health-related details, may be classified as "special category data. "
- **Automated information:** When you use our service, we automatically collect information such as your IP address, browser type and version, device information (type and identifier), operating system and platform, mobile network data, a unique reference number, login details, referring website, and activity details (pages visited, searches, transactions, date/time stamps).
- Information from other sources: We may receive limited billing information (e.g., name, email address, billing/delivery addresses) from our payment provider for verification purposes.

Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Contractual necessity:** To take steps at your request to enter into a contract with you or to perform a contract, such as sending service messages, processing payments, and fulfilling orders. This applies to initial inquiries, contact details, and transaction details.
- **Legitimate interests:** To manage and improve our service, including tracking usage patterns and preventing fraud or abuse. This applies to automated usage data and information you provide for public display.
- **Consent:** We rely on your explicit consent to process "special category data" and to send you newsletters or other marketing communications. You can withdraw your consent at any time through our service or by contacting us via email.

Data Retention

We retain your personal information as follows:

- We keep your information until your account is closed or our contract ends (or sooner if your account is inactive for a specific period, as outlined in our terms and conditions). You can close your account by contacting us via email.
- We may retain some information for longer periods (typically up to six years) if necessary to comply with legal or regulatory obligations, resolve disputes, prevent fraud or abuse, or enforce our terms and conditions.
- We will retain information for newsletters and marketing until you request us to stop sending such communications.

Information Disclosure

We may disclose your personal information to:

- Service providers assist us with operations, such as couriers, fulfilment companies, website hosts, customer service providers, communication services, website monitoring, e-commerce, analytics, online advertising, and IT services.
- Other users of our service, if you post personal information in public areas of our website.
- Regulators, law enforcement agencies, and other authorities to comply with legal obligations or address fraud and abuse.
- Insurers and professional advisors in connection with insurance coverage or legal claims.
- Potential buyers, as reasonably necessary, in the event of a sale, merger, or business combination.
- We will only disclose health data when strictly necessary, such as to laboratories for testing purposes.

International Data Transfers

- Our website is hosted on UK-based servers by SiteGround, and they comply with EU Data Protection Legislation.
- Companies certified under the EU-US Privacy Shield Framework (Google, Facebook, Instagram) for analytics and online advertising may transfer your data to the US.

Your Rights

You have the following rights, subject to legal requirements:

- To request access to your personal information.
- To rectify inaccurate information.
- To delete or restrict the use of your information in certain circumstances.
- To data portability.
- To withdraw consent (e.g., for marketing).
- To object to the use of your personal information in certain situations.

If you have concerns about our handling of your personal information, please email us. If dissatisfied with our response, you can submit a complaint to the Information Commissioner's Office (ICO). More information about your rights is available on the ICO website: ico.org.uk.

Cookies and Tracking Technologies

We and third-party companies use cookies and similar technologies on our website. Cookies are small files sent to your web browser to collect standard internet log information and visitor behaviour information. They help websites function, improve efficiency, and inform website owners.

- **Session cookies:** These temporary cookies expire when you close your browser.
- **Persistent cookies:** These cookies remain on your device for a more extended period.

You can find more information about cookies, including how to block or delete them, at allaboutcookies.org. Please note that disabling cookies may limit our website's functionality.

We use the following types of cookies:

- **Essential Cookies:**
    - Logged-in status: To determine if you are logged in.
    - Authentication: To identify and authenticate you for site navigation.
    - Shopping cart: To remember cart contents and preferences.
    - Security: To provide security features and prevent fraud.
    - Cookie notice: To store your response to our cookie notice.
- **Third-Party Cookies:**
    - Service providers: Companies that provide services to us also place cookies. These cookies may transmit information like your IP address and the web address of the page you are visiting to the third party.
    - Analytics cookies: These cookies analyse website traffic and user behaviour to improve our website. Google Analytics provides these cookies.
    - Advertising cookies: These cookies personalise ads, measure ad effectiveness, and prevent repetitive ad displays. Google (including Analytics Ad Features/AdSense/DoubleClick) and Facebook (including Facebook Pixel) provide these cookies.
    - Payment provider cookies: Our payment providers may place cookies if you use their services (e.g., PayPal, Stripe).
    - Third-party login cookies: If you log in through a third-party website, it will place its cookies. (e.g. Facebook, Google).

You can opt out of many companies advertising cookies through the following resources: networkadvertising.org/choices, youronlinechoices.com, and optout.aboutads.info.

Privacy and Cookies Policy

Introduction

This document outlines how ITENDX Limited, trading as “BiomEdge”, protects the privacy of visitors to our website and explains our use of cookies and tracking technologies. We are committed to ensuring the security of your information and compliance with relevant UK data protection legislation. By visiting www.biomedge.co.uk, you consent to the practices described in this policy.

Data Controller

ITENDX Limited operates the BiomEdge website. Our registered address is 1 Hallam Grange Rd, Sheffield, S10 4BH, United Kingdom. For privacy-related inquiries, contact us at [email address removed]. Further contact details are available on our website.

Scope of this Policy

This policy describes the processing of personal information collected through our website. It does not cover information you provide to third parties, such as payment providers or other websites; please review their respective privacy policies.

Policy Updates

We may modify this policy periodically. The effective date indicates the latest version. Your continued use of our website after any changes constitutes acceptance of the updated policy. We may also notify you of significant changes via email or in-service messages.

Information Collection

We collect the following types of information:

- **Information you provide:** This includes your name and contact details, health questionnaire responses, samples you provide, transaction details, information you provide for display on our service or in messages, information for newsletters or marketing, and your communications with us. Some of this information may be classified as "special category data," such as health-related details.
- **Automated information:** When you use our service, we automatically collect information such as your IP address, browser type and version, device information (type and identifier), operating system and platform, mobile network data, a unique reference number, login details, referring website, and activity details (pages visited, searches, transactions, date/time stamps).
- Information from other sources: We may receive limited billing information (e.g., name, email address, billing/delivery addresses) from our payment provider for verification purposes.

Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Contractual necessity:** To take steps at your request to enter into a contract with you, or to perform a contract, such as sending service messages, processing payments, and fulfilling orders. This applies to initial inquiries, contact details, and transaction details.
- **Legitimate interests:** To manage and improve our service, including tracking usage patterns and preventing fraud or abuse. This applies to automated usage data and information you provide for public display.
- **Consent:** We rely on your explicit consent to process "special category data" and to send you newsletters or other marketing communications. You can withdraw your consent at any time through our service or by contacting us via email.

Data Retention

We retain your personal information as follows:

- We keep your information until your account is closed or our contract ends (or sooner if your account is inactive for a specific period, as outlined in our terms and conditions). You can close your account by contacting us via email.
- We may retain some information for longer periods (typically up to six years) if necessary for legal or regulatory obligations, to resolve disputes, prevent fraud or abuse, or enforce our terms and conditions.
- We will retain information used for newsletters and marketing until you request us to stop sending such communications.

Information Disclosure

We may disclose your personal information to:

- Service providers who assist us with operations, such as couriers, fulfilment companies, website hosts, customer service providers, communication services, website monitoring, e-commerce, analytics, online advertising, and IT services.
- Other users of our service, if you post personal information in public areas of our website.
- Regulators, law enforcement agencies, and other authorities to comply with legal obligations or address fraud and abuse.
- Insurers and professional advisors in connection with insurance coverage or legal claims.
- Potential buyers, as reasonably necessary, in the event of a sale, merger, or business combination.
- We will only disclose health data when strictly necessary, such as to laboratories for testing purposes.

International Data Transfers

- Our website is hosted on UK-based servers by SiteGround, and they comply with EU Data Protection Legislation.

- Your data may be transferred to the US by companies certified under the EU-US Privacy Shield Framework (Google, Facebook, Instagram) for analytics and online advertising.

Your Rights

You have the following rights, subject to legal requirements:

- To request access to your personal information.
- To rectify inaccurate information.
- To delete or restrict the use of your information in certain circumstances.
- To data portability.
- To withdraw consent (e.g., for marketing).
- To object to the use of your personal information in certain situations.

If you have concerns about our handling of your personal information, please contact us via email. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you are dissatisfied with our response. More information about your rights is available on the ICO website: ico.org.uk.

Cookies and Tracking Technologies

We and third-party companies use cookies and similar technologies on our website. Cookies are small files sent to your web browser to collect standard internet log information and visitor behaviour information. They help websites function, improve efficiency, and provide information to website owners.

- **Session cookies:** These are temporary cookies that expire when you close your browser.
- **Persistent cookies:** These cookies remain on your device for a longer period.

You can find more information about cookies, including how to block or delete them, at allaboutcookies.org. Please note that disabling cookies may limit our website's functionality.

We use the following types of cookies:

- **Essential Cookies:**
  - Logged-in status: To determine if you are logged in.
  - Authentication: To identify and authenticate you for site navigation.
  - Shopping cart: To remember cart contents and preferences.
  - Security: To provide security features and prevent fraud.
  - Cookie notice: To store your response to our cookie notice.
- **Third-Party Cookies:**
  - Service providers: Companies that provide services to us also place cookies. These cookies may transmit information like your IP address and the web address of the page you are visiting to the third party.

- Analytics cookies: These cookies analyse website traffic and user behaviour to improve our website. Google Analytics provides these cookies.
- Advertising cookies: These cookies personalize ads, measure ad effectiveness, and prevent repetitive ad displays. Google (including Analytics Ad Features/AdSense/DoubleClick) and Facebook (including Facebook Pixel) provide these cookies.
- Payment provider cookies: Our payment providers may place cookies if you use their services (e.g., PayPal, Stripe).
- Third-party log-in cookies: If you log in through a third-party website, that website will place its own cookies. (e.g. Facebook, Google).

You can opt out of many companies' advertising cookies through the following resources: networkadvertising.org/choices, youronlinechoices.com, and optout.aboutads.info.