



## **Privacy Policy**

At Sovereign Surgical we are committed to maintaining the trust and confidence of visitors to our website, including existing customers, prospective customers, suppliers and third parties. We value your data and have robust systems in place to keep the data safe, as outlined in this policy and our GDPR Policy.

### **Types of data we collect**

#### **Google Analytics**

When someone visits [www.sovereignsurgical.co.uk](http://www.sovereignsurgical.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

#### **Newsletter subscription:**

As part of the registration process for our e-newsletter, we collect personal information. We use that information to tell you about the products and services that you've expressed interest in, to contact you if we need to obtain, or provide additional information, to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses. You can unsubscribe to general mailings at any time of the day or night by emailing our data protection officer Graham Hills at [graham@sovereignsurgical.co.uk](mailto:graham@sovereignsurgical.co.uk).

#### **Third Parties**

We do not share your data with third parties unless required to do so by law.

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

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Graham Hills at [graham@sovereignsurgical.co.uk](mailto:graham@sovereignsurgical.co.uk)

#### **Changes to this Privacy Notice**

We will review this policy annually.