



PRIVACY POLICY

What is this Privacy Policy for?

BDM Medical Ltd (t/a Doctaly) respects user's right to privacy. This privacy policy sets out details of the information that Doctaly may collect from users and how Doctaly may use that information. This privacy policy is served by BDM Medical LTD, for the website www.doctaly.com and it governs the privacy of its users. This privacy policy should be read alongside, and in addition to, the Doctaly terms and conditions.

The policy sets out the way Doctaly processes, stores and protects user data and information. If, for any reason, you do not agree to the terms of this privacy policy, please stop using the website immediately.

The Website

Doctaly and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. Doctaly will at all times only collect and process users' personal information in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any other applicable data protection legislation.

Use of Cookies

Doctaly uses cookies to improve the user experience. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

Cookies are small files saved to the user's computer that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server, to provide its users with a more tailored experience. Users are advised that if you wish to deny the use and saving of cookies from this website on to your computer's hard drive, you should take necessary steps within your web browsers security settings to block all cookies. The information that Doctaly may collect from users includes their name, e-mail and mobile contact details. Doctaly may also collect details of users' computer internet protocol address, which is automatically collected by Doctaly's web server.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information www.google.com/privacy.html

Other cookies may be stored to your computer hard drive by external vendors when Doctaly uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

Contact & Communication

Should you contact Doctaly and/or its owners, you do so at your own discretion and you will be providing any personal details requested at your own risk. Users' personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998.

Doctaly and its owners use any information submitted to provide you with further information about the services offered or to assist you in answering any questions or queries you may have submitted. This includes using users' details to subscribe them to any email newsletter program that Doctaly operates but only if this was made clear to users who provide express permission when submitting any form including personal information, or whereby users have previously purchased from or enquired about purchasing from Doctaly a product or service that the email newsletter relates to. Your personal details will not be passed on to any third party, unless you give express permission for us to do so.

What are your rights?

You have the right to contact Doctaly in order to find out what information we hold about you (please note that a small administration fee will be payable) or to access, cancel or correct any information that we hold about you. If you would like a copy of the information held, please write to us at the business address at the bottom of this policy.

You may also contact Doctaly in writing to inform Doctaly if you do not wish to receive any marketing materials from us.

Email Newsletter

Doctaly operates an email newsletter program, used to inform users about products and services supplied. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. Users will be automatically added to the newsletter program unless they opt-out at the point of submitting their personal details via a web form. Some newsletter subscriptions may be manually processed.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998. No personal details are passed on to third parties nor shared with companies/people outside of the company that operates Doctaly, unless your permission is expressly given.

Email marketing campaigns published by Doctaly or its owners may contain tracking facilities within the email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity, amongst other metrics. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with the Privacy and Electronic Communications Regulations 2003, subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email campaign.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout Doctaly (External links are clickable text/banner/image links to other websites).

The owners of Doctaly cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and Doctaly and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

Doctaly may feature sponsored links and adverts. These will typically be served through our advertising partners, who may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. Doctaly or its owners will never ask for personal or sensitive information through social media platforms and encourages users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

Doctaly may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

Doctaly and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy web addresses (URLs).

Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by Doctaly and its owners. Despite the best efforts to ensure only genuine URLs are published, many social media platforms are prone to spam and hacking and therefore Doctaly and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Resources & Further Information

- Data Protection Act 1998
- Privacy and Electronic Communications Regulations 2003
- Privacy and Electronic Communications Regulations 2003 - The Guide
- Twitter Privacy Policy
- Facebook Privacy Policy
- Google Privacy Policy
- LinkedIn Privacy Policy
- Mailchimp Privacy Policy