



## Afon Technology Privacy Notice

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### Our contact details

Name: Afon Technology

Address: Unit 670, Castlegate Business Park, Caldicot Road, Monmouthshire, NP26 5AD

Phone Number: 01291 442100

E-mail: [info@afontechnology.com](mailto:info@afontechnology.com)

Website: [afontechnology.com](http://afontechnology.com)

Policy created: 17 May 2023

### The type of personal information we collect

We currently collect and process the following information:

- first and last name, email address, telephone number, information submitted voluntarily which may contain personal health information (ie whether you are a Type 1 or Type 2 Diabetic or Prediabetic) and geographical location.
- If you apply for a job with Afon Technology we will process the personal contact details provided on your Curriculum Vitae (CV) which may include but not be limited to your name, residential address, phone number, email address, date of birth, qualifications.
- You may also wish to provide us with further information which could include your job title and company name; mailing address, communications data including your

communications preferences, any other identifier that permits Afon Technology to make contact with you.

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you entering it on the contact page on our website ([www.afontechnology.com](http://www.afontechnology.com)) or by sending an email directly to us for one of the following reasons:

- To have your name entered on our contact database in order for us to send you a newsletter or further information regarding our product (you will only receive a newsletter if you choose to opt in to this option);
- To enquire about investment opportunities in Afon Technology;
- To enquire about partnering at a business level with Afon Technology;
- To enquire about taking part in clinical trials;
- To apply for a job advertised on our website.

We use the information that you have given us to contact you for one or more of the following reasons:

- to keep you updated on the progress of our medical device;
- to send you a newsletter if you select this option, we will not send you a newsletter unless you specifically opt in;
- to respond to you if you have a question regarding our technology, the company and its product;
- to respond/contact you about your suitability if you have applied for a job with us.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting Lisa Griffiths or Beth Hodge on [info@afontechnology.com](mailto:info@afontechnology.com)**

**(f) We have a legitimate interest.**

## **How we store your personal information**

Your information is securely stored on a database held on secure servers belonging to Afon Technology.

We keep names, email addresses, telephone numbers and information voluntarily submitted via our website or sent directly via email to the company for 7 years. We will then dispose your information by deleting it from our servers.

You can request to have your personal information removed from our servers at any time.

Your information submitted through our website is stored in the administration website for a short time (no more than a month) before being exported by Afon. The information on the website is then deleted.

The Afon website is hosted by WordPress.com. WordPress.com servers store personal data on servers located both in the US and in the EU.

WordPress.com respects EU law related to the proper handling of data being transferred elsewhere. They include the Standard Contractual Clauses for such data transfers in their [Data Processing Agreement](#).

The Afon website is managed by a third-party digital marketing agency who do not process the personal data submitted to the website.

## Our use of Cookies

We use cookies on our website to ensure the website works properly, provide the best experience for the visitor and to analyse site usage. Cookies are small text files that are placed on your computer's hard drive. You are able to decide whether you accept some, all or no cookies to operate on your computer.

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. You can change your preferences at any time.

Our website [www.afontechnology.com](http://www.afontechnology.com) uses the following cookies:

Cookie	Domain	Description	Type
YSC	Youtube.com	Youtube sets this cookie to track the views of embedded videos on Youtube pages.	Advertisement
VISITOR_INFO1_LIVE	Youtube.com	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.	Advertisement
_ga	Afontechnology.com	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	Analytics
_gid	Afontechnology.com	Google Analytics sets this cookie to store information on how visitors use a website while also creating an	Analytics

		analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously	
_gat_gtag_UA_*	Afontechnology.com	Google Analytics sets this cookie to store a unique user ID.	Analytics
_ga_*	Afontechnology.com	Google Analytics sets this cookie to store and count page views.	Analytics
CONSENT	.youtube.com	YouTube sets this cookie via embedded YouTube videos and registers	Analytics
Elementor	Afontechnology.com	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.	Necessary

## Google Analytics

We use "Google Analytics" on the website. This cookie provides us with a visitor count and an understanding of how visitors move around and use the website. We can then use this information to improve navigability and the website generally. The cookies we use on the website won't collect personally identifiable information about you and we won't disclose information stored in cookies that we place on your device to third parties.

We are obliged by Google Analytics to state the following:

The website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of the website. By using the

website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## Summary of the use of cookies

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. They also allow us to understand the general demographics of visitors to our websites which aids us in planning our business strategy and providing a better service. 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.

Should you have any questions regarding the use of cookies on our website please contact us on [info@afontechnology.com](mailto:info@afontechnology.com).

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us via email at [info@afontechnology.com](mailto:info@afontechnology.com) or by writing to Afon Technology, Unit 670 Castlegate Business Centre, Caldicot, Monmouthshire, NP26 5AD if you wish to make a request.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us by contacting Beth Hodge ([beth.hodge@afontechnology.com](mailto:beth.hodge@afontechnology.com)) or Lisa Griffiths ([lisa.griffiths@afontechnology.com](mailto:lisa.griffiths@afontechnology.com)) or in writing addressed for the attention of Lisa Griffiths to Afon Technology, Unit 670 Castlegate Business Centre, Caldicot, Monmouthshire, NP26 5AD.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>