

GBUK Privacy Policy

Introduction

This privacy policy explains how GBUK Group collects, uses, stores and protects your personal data when you interact with us, including when you:

- contact us by phone, email, post or online;
- use our products or services;
- attend our events, webinars or training sessions;
- visit our website at www.gbukgroup.com; or
- otherwise provide your information to us.

This policy also explains your rights regarding your personal data under the UK General Data Protection Regulation ("UK GDPR") and the Data Protection Act 2018. This privacy notice supplements any other privacy notices we may provide and is not intended to override them.

Who we are

GBUK Group consists of a number of legal entities operating together as GBUK Group. This privacy policy is issued on behalf of the GBUK Group, so when we refer to "GBUK", "we", "us" or "our", we mean the relevant company within GBUK Group responsible for processing your personal data.

GBUK Group is the data controller responsible for your personal data.

Contact details

We have appointed a Data Protection Officer ("DPO") who is responsible for overseeing questions relating to this privacy policy.

If you have any questions about this privacy policy or wish to exercise your legal rights, please contact us using the details below:

GBUK Group Ltd

FAO: Data Protection Officer
Woodland House
Blackwood Hall Business Park
North Duffield
Selby
North Yorkshire
YO8 5DD

Email: dpo@gbukgroup.com
Telephone: 01757 288587

You also have the right to make a complaint at any time to the UK supervisory authority for data protection issues: The Information Commissioners Office (ICO) (www.ico.org.uk).

We would, however, appreciate the opportunity to address your concerns before you contact the ICO.

What is personal data:

Personal data means any information relating to an identified or identifiable individual. This may include:

- name;
- postal address;
- email address;
- telephone number;
- date of birth;
- job title;
- bank or payment details;
- IP address;
- device information; and
- healthcare-related information where necessary to provide products or services.

Where we process health-related information, this may constitute “special category data” under UK GDPR and will only be processed where a lawful condition applies.

How we collect personal data:

We collect personal data in several ways, including:

Information you provide directly, you may provide personal data when you:

- contact us;
- place orders;
- request samples;
- attend training, webinars or events;
- participate in surveys or research;
- apply for employment;
- collaborate with us commercially; or
- use our services.

Information collected automatically, when you visit our website, we may automatically collect technical information such as:

- IP address;
- browser type;
- operating system;
- pages viewed; and
- website usage information.

Please see our Cookie Policy for further details.

Information from third parties and public sources, we may receive personal data from:

- healthcare professionals;
- distributors and business partners;
- public registers;
- regulatory authorities;

- publicly available websites and social media platforms; and
- service providers assisting us in operating our business.

Lawful basis for processing:

Under UK GDPR, we must have a lawful basis for processing your personal data. Depending on the circumstances, we may rely on:

- your consent;
- performance of a contract;
- compliance with legal obligations;
- our legitimate business interests; or
- where applicable, reasons of public interest in healthcare and medical devices.

Processing of health data:

Some of the personal data we process may include health-related information, which is classified as special category data under Article 9, UK GDPR. We will only process health data where we are legally permitted to do so, including where:

- processing is necessary for the provision, supply or management of healthcare products or medical devices;
- processing is necessary for reasons of public interest in the area of public health;
- processing is necessary to comply with legal or regulatory obligations; or
- you have provided explicit consent where required.

We apply additional safeguards and security measures when processing special category data. You may withdraw consent at any time where consent is relied upon.

How we use your personal data:

We may use your personal data to:

- provide products and services;
- process orders and deliveries;
- communicate with you;
- manage customer relationships;
- provide training and support;
- comply with legal and regulatory obligations;
- improve our website, services and products;
- conduct research and analytics;
- administer events and webinars; and
- maintain business records and security.

Sharing your personal data:

We may use your personal data to:

- provide products and services;
- process orders and deliveries;

- communicate with you;
- manage customer relationships;
- provide training and support;
- comply with legal and regulatory obligations;
- improve our website, services and products;
- conduct research and analytics;
- administer events and webinars; and
- maintain business records and security.

International transfer

Where personal data is transferred outside the UK, we will ensure appropriate safeguards are in place, including the use of approved contractual clauses where required.

Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including to satisfy legal, accounting, regulatory or reporting requirements.

Retention periods are determined based on:

- the nature of the data;
- legal and regulatory obligations;
- contractual requirements; and
- operational necessity.

When personal data is no longer required, it will be securely deleted or anonymised. Further information regarding retention periods is available on request from the DPO.

Data Security

We implement appropriate technical and organisational security measures to protect personal data against accidental loss, unauthorised access, disclosure, alteration or destruction. Access to personal data is restricted to authorised personnel who have received appropriate data protection and confidentiality training. While we take reasonable steps to protect personal data, transmission of information over the internet is not completely secure and is undertaken at your own risk.

Cookies:

Our website uses cookies and similar technologies to improve website functionality and user experience. For detailed information about the cookies we use and how to manage your preferences, please refer to our Cookie Policy. Where required by law, we will obtain your consent before placing non-essential cookies on your device.

Your rights:

Under UK data protection law, you have the right to:

- request access to your personal data;
- request correction of inaccurate data;
- request erasure of your personal data;

- object to processing;
- request restriction of processing;
- request transfer of your personal data;
- withdraw consent at any time where processing is based on consent; and
- lodge a complaint with the ICO.

To exercise your rights, please contact the DPO using the details above. We may request proof of identity before processing your request.

Third party websites:

Our website may contain links to third-party websites. We are not responsible for the privacy practices of external websites and encourage you to read their privacy notices.

Children's privacy:

Our website is not intended for children.

We do not knowingly collect personal data directly from children. However, in certain circumstances we may process limited information relating to children where necessary to fulfil orders for healthcare or medical device products. (See clause for processing of Health data in accordance with Article 9, UK GDPR) Any such processing will be carried out in accordance with applicable data protection and healthcare laws.

Changes to this policy:

We may update this privacy policy from time to time. Any updates will be published on our website and, where appropriate, notified to you directly.

Approvals			
Name	Title	Signature	Date
Mike Geering	Chief Executive Officer	 Electronically signed by: Mike Geering Reason: I'm an approver Date: 13-May-2026 11:42:29 GMT+1	13-May-2026