

## Privacy Statement

- **Statement.** Media Fizz Digital [www.mediafizzdigital.com](http://www.mediafizzdigital.com) Tel: 01482 421038 operates this website on behalf of the Dr Blow and Partners (hereafter referred to as The Practice). Both parties regard the privacy and security of user information as a critical component of the service offered to users. The following information explains our information gathering and dissemination practices.
- **Cookies.** Cookies are pieces of information that a web site transfers to your computer's hard disk for record-keeping purposes. Cookies do not personally identify users but they do identify the computer of a user. Initially, most browsers are set up to accept cookies. You can set your browser to refuse cookies. If you do so, you may not be able to take full advantage of some websites. This website does not use cookies and so does not have access to any information obtained from them.
- **IP Addresses.** Every time you are connected to the Internet. Computers on the network use your IP address to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as "traffic data" so that data (such as any Web pages you request) can be sent to you. The Practice will not use your IP address to attempt to identify your personal information.
- **Referers.** A Referer is the information passed along by a web browser that references the Web URL you linked from, and is automatically collected by our web server as "traffic data". We use traffic data to understand how you reached our site. You will not be personally identified from this information.
- **System Information.** System information is collected as part of "traffic data" includes time, the type of web browser being used, the operating system/platform, and CPU speed. This information is sent automatically by your web browser when you are connected to a web site. Neither the Practice nor the Company has any interest in this data. You will not be personally identified from this information.
- **Information Sharing.** We feel that your personally identifying data should only be seen by you, unless you authorise us to share it with others, except as provided in this privacy Policy, no data or information which personally identifies you will be shared with anyone. Some of your information may be shared on an aggregate basis only, as a part of a larger set of statistics (for example, statistics that indicate the number of patients using our site, or the number ordering their prescription on-line or numbers who book an appointment on-line. That information will not be sufficient to permit the recipient to identify you. Notwithstanding the forgoing, the practice will only disclose personally identifiable data without your permission in the following limited circumstances: (i) if The Practice is required to do so by law, or (ii) if the practice has the good faith belief that such action is necessary to conform to applicable laws or comply with legal process served on the practice, or to protect and defend the rights or property of the practice or another subscriber or to enforce the Terms of Use.
- **Security.** Data collected by the practice is stored in highly secure operating environments that are not available to the public. All of our employees and contractors are dedicated to maintaining and upholding your privacy and security and are aware of our privacy and security policies. However, no data transmission over the Internet can be guaranteed 100% secure. As a result, although we strive to protect your personal information within our systems, The Practice cannot ensure or warrant the security of any information you transmit to us, and therefore you do so entirely at your own risk.

- **Other Web Sites and Links.** This web site contains links to other web sites. Our partners and affiliates may also have links on this web site and/or provide links to this web site. The privacy practices of those other web sites and of our partners and affiliates are not covered by this Privacy Policy, and we are not responsible for the privacy practices or the content of such web sites, partners, or affiliates. You should be careful to review any privacy policies of such web sites, partners, or affiliates.
- **Modification of Privacy Policy by The Practice.** The Practice reserves the right to change or modify this Privacy Policy at any time by posting a notice that we are changing our Privacy Policy.
- **Contact Us.** If you have any questions regarding this Privacy Policy, the practices of the Dr Blow and Partners or your dealings with our web site please contact the Practice Manager – see contacts page.