Privacy Policy

1. Introduction

Welcome to EPD Medical ("Company," "we," "our," or "us").
We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and protect your information when you visit our website, use our services, communicate with us, or otherwise interact with us.
By accessing or using our website and services, you acknowledge that you have read and understood this Privacy Policy.

2. Scope

This Privacy Policy applies to:

- Our website located at www.epd-medical.co.uk
- Any associated mobile applications
- Products and services we provide
- Communications between you and us
- Any other interactions where we collect personal information

This Privacy Policy does not apply to third-party websites, applications, or services that may be linked from our website.

3. Definitions

Personal Information: Information that identifies, relates to, describes, or can reasonably be associated with an individual.
Processing: Any operation performed on personal information, including collection, storage, use, disclosure, transfer, or deletion.
User: Any person who accesses or uses our website or services.

4. Information We Collect

A. Information You Provide Directly
We may collect information you voluntarily provide, including:
Account Information

- Full name
- Username
- Email address
- Telephone number
- Mailing address

- Account credentials

Transaction Information

- Billing information
- Shipping information
- Purchase history
- Payment-related details

Note: Payment card information may be processed directly by third-party payment processors and may not be stored by us.

Communications

- Customer support inquiries
- Feedback
- Survey responses
- Reviews
- Chat messages
- Email correspondence

Uploaded Content

- Documents
- Images
- Videos
- User-generated content
- Profile information

B. Information Collected Automatically

When you visit our website, we may automatically collect:

Device Information

- Device type
- Operating system
- Browser type
- Browser version
- Language settings

Usage Information

- Pages viewed
- Time spent on pages
- Navigation paths
- Clickstream data
- Search queries
- Referring URLs

Technical Information

- IP address
- Date and time of access
- Time zone
- Internet service provider
- Device identifiers

Log Data

- Error logs
- Diagnostic information
- System activity

C. Cookies and Similar Technologies

We Use:

- Cookies
- Pixels
- Web beacons
- Local storage
- Session storage
- Analytics technologies

Cookies may be used to:

- Remember preferences
- Authenticate users
- Improve functionality
- Measure performance
- Analyze traffic
- Deliver personalized content

Users may manage cookie preferences through browser settings or cookie consent tools where available.

5. Legal Bases for Processing (GDPR)

If you are located in the European Economic Area, United Kingdom, or similar jurisdictions, we process personal information based on one or more of the following legal bases:

- **Consent**
  - When you voluntarily provide consent.
- **Contract Performance**
  - To provide requested products or services.
- **Legal Obligation**
  - To comply with applicable laws and regulations.
- **Legitimate Interests**
  For purposes such as:
  - Website administration
  - Security monitoring
  - Fraud prevention
  - Service improvement
  - Customer support
  - Business operations

6. How We Use Information

We may use collected information to:

Provide Services

- Create accounts
- Deliver products
- Process transactions
- Manage subscriptions

Customer Support

- Respond to inquiries
- Resolve disputes
- Provide assistance

Improve Services

- Analyze usage trends
- Develop features
- Enhance user experience

Marketing

Subject to applicable law, we may:

- Send newsletters
- Provide promotional materials
- Inform users of updates
- Conduct marketing campaigns

Users may opt out of marketing communications at any time.

Security

- Detect fraud
- Prevent abuse
- Monitor unauthorized access
- Protect systems and users

Legal Compliance

- Meet regulatory obligations
- Respond to lawful requests
- Enforce agreements

7. Sharing and Disclosure of Information

We may share information with:

Service Providers

Third parties that assist us in:

- Hosting
- Payment processing
- Analytics
- Customer support

- Email delivery
- Marketing
- Security monitoring

These providers are authorized to process information only as necessary to perform services for us.

Business Transfers

Information may be transferred during:

- Mergers
- Acquisitions
- Asset sales
- Bankruptcy proceedings
- Corporate restructuring
- Legal Requirements

We may disclose information if required to:

- Comply with law
- Respond to court orders
- Protect rights and safety
- Prevent fraud
- Investigate violations

With User Consent

We may share information when users explicitly authorize us to do so.

8. International Data Transfers

Your information may be processed in countries other than your country of residence.

Where required by law, we implement appropriate safeguards, including:

- Standard Contractual Clauses
- Adequacy decisions
- Data processing agreements
- Other legally recognized transfer mechanisms

9. Data Retention

We retain personal information only as long as necessary to:

- Provide services
- Fulfill contractual obligations
- Resolve disputes
- Maintain security
- Meet legal requirements
- Enforce agreements

Retention periods vary depending on the nature of the information and applicable legal obligations.

10. Data Security

We implement reasonable administrative, technical, and organizational safeguards, including:

- Encryption where appropriate
- Access controls
- Authentication procedures
- Security monitoring
- Secure data storage
- Employee confidentiality obligations

However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

11. Your Privacy Rights

Depending on your jurisdiction, you may have rights including:

- **Right to Access** Request access to personal information we hold.
- **Right to Correction** Request correction of inaccurate information.
- **Right to Deletion** Request deletion of personal information.
- **Right to Restrict Processing** Request limitation of certain processing activities.
- **Right to Data Portability** Receive information in a portable format.
- **Right to Object** Object to certain processing activities.
- **Right to Withdraw Consent** Withdraw consent where processing is based on consent.
- **Right to Lodge a Complaint** File a complaint with a data protection authority.

To exercise rights, contact us using the information below.

12. Children's Privacy

Our services are not directed to children under the age of 13 (or other age as required by local law).

We do not knowingly collect personal information from children without appropriate consent. If we become aware that such information has been collected, we will take steps to delete it.

Parents or guardians who believe a child has provided information may contact us.

13. Third-Party Services

Our website may contain links to third-party websites and services.
We are not responsible for:

- Privacy practices
- Security measures
- Content
- Policies of third parties

Users should review third-party privacy policies before providing information.

14. Analytics and Advertising

We may use analytics and advertising technologies to:

- Measure website performance
- Understand user behavior
- Improve services
- Deliver advertising

Third-party providers may use cookies or similar technologies to collect information about user interactions.
Users may manage advertising preferences through browser settings or applicable industry opt-out mechanisms.

15. Do Not Track Signals

Some browsers offer "Do Not Track" functionality.
Because there is no universally accepted standard for responding to such signals, our website may not respond to all Do Not Track requests.

16. User-Generated Content

Information you post publicly may be:

- Visible to other users
- Indexed by search engines
- Shared by third parties

Please exercise caution before posting information publicly.

17. Automated Decision-Making

Where applicable, we may use automated systems to:

- Detect fraud
- Improve security
- Personalize experiences

Where legally required, users may request information about significant automated decisions affecting them.

18. Changes to This Privacy Policy

We may update this Privacy Policy periodically.
Changes become effective when posted on this page unless otherwise specified.
We encourage users to review this Privacy Policy regularly.

19. Contact Information

If you have questions regarding this Privacy Policy or our privacy practices, contact:
Company Name: Trifecta Commercial Solutions Ltd T/A EPD Medical
Address: 66, Paul Street, London EC2A 4NA
Email: info@epd-medical.co.uk
Website: www.epd-medical.co.uk
For privacy-related requests, please contact:
Data Protection Officer
Email: dpo@epd-medical.co.uk

20. Jurisdiction-Specific Disclosures

Where required by applicable law, we may provide supplemental privacy notices for residents of specific jurisdictions, including:

- European Economic Area (EEA)
- United Kingdom (UK)
- Other applicable regions

Such supplemental notices form part of this Privacy Policy.

21. Severability

If any part of this Privacy Policy is determined to be invalid, illegal, or unenforceable under applicable law, such provision shall be modified and interpreted to accomplish the objectives of the original provision to the fullest extent permitted by law. If modification is not possible, the provision shall be deemed severed from this Privacy Policy. The invalidity or unenforceability of any provision shall not affect the validity or enforceability of any remaining provisions, which shall remain in full force and effect.

Document Control & Review

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1.0	June 2026	Initial Document Creation

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