

Privacy Policy

Our contact details

Name: Purple Pineapple Limited trading as "Make Your Clinical Will"

Address: 68-76 Kempston Street, Liverpool, L3 8HL

E-mail:hello@makeyourclinicalwill.com

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- Company identifiers, contact details and location of client information (for example, practice name, address, website address)
- Clinical Trustee information, contact details including name, email and telephone number
- Client information if necessary, including name, preferred method of communication, contact details and any notes you wish to add
- We use a third party to manage all financial payments. We do not store any financial information.
- We will collect anonymous analytics on how our users use our website. You can find out more in our cookie policy.

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 for one of the following reasons:

- To enable us to contact you to tell you about our services
- To enable us to contact you to remind you to check that your information is up to date
- To enable us to contact your clinical trustees and/or next of kin
- To enable us to contact your clients on your behalf

We use the information that you have given us to:

- Keep you informed of services that you have signed up to
- Keep you informed of new services that might interest you
- Carry out our services, as you have requested

We do not share this information with any other organisation or individuals unless outlined in the terms and conditions of subscription. For example, if you subscribe to the bronze package, you agree that we can share details with your clinical trustee.

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

(a) Your consent. You can remove your consent at any time. You can do this by contacting hello@makeyourclinicalwill.com

(b) We have a contractual obligation.

How we store your personal information

Your information is securely stored.

We keep your personal and practice information for the period of your subscription, and until the closure of your account with us.

We will then dispose your information by deleting all copies of it from our electronic records, and all associated business systems.

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 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 at hello@makeyourclinicalwill.com

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>

