



MediShield

V2: Updated May 2025

About Us

MediShield is listed as ITS & Cyber Services Ltd

Company number 16393102

Registered address: 1 Vale Road, Liverpool, L23 5RY

("we", "us", "our", "MediShield") is the data controller responsible for your personal information.

If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact us via email, at: theteam@medishield.tech

Personal Information is any personal identifiable information, such as your email address, name, home or work address or online identifier, which can directly or indirectly identify you and as defined in Article 4 (1) of the UK GDPR. We refer to it as "Personal Information" or "Personal Data".

At MediShield we are committed to safeguarding your personal data. We are fully compliant with all applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR).

This privacy notice explains how we collect, use, and protect your information when you interact with our website or contact us about our products and services.

Why we Collect Personal Information

We collect your personal data to help us deliver, improve, and protect our services, as well as to communicate effectively with you. Specifically, and primarily, we collect your personal data in order to provide contracted services, communicate with you and comply with regulatory obligations. More information can be found below in "How We Use Your Data".



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Personal Data We Collect at MediShield

Operating our services requires the processing of certain information. Reason for processing Legal basis in alignment with GPR is as follows:

Processing reason	Legal obligation	Comment
Performance of contract or performance-contractual measures	Art. 6 Para. 1 b)	Processing shall only take place to the extent necessary for the exercise and fulfilment of the rights and obligations arising from the contract. Unless expressly stated otherwise, data will only be processed by us to this extent.
Justifiable interest	Art. 6 Para. 1 f)	Processing takes place insofar as we have a legitimate interest and no conflicting overriding interests of the data subject are apparent. The specific interest is explained in this data protection declaration within the framework of the processing description.
Consent	Art. 6 Para. 1 a)	The data will be processed if you have expressly consented to the type and scope of data processing. You can revoke your consent at any time with effect for the future. However, this does not affect processing up to this point in time.
Legal obligation	Art. 6 Para. 1 c)	They are processed insofar as this is necessary to fulfil German or European legal obligations.



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We only collect personal data that is necessary for our services. This may include:

- Identity Data: Name
- Contact Data: Email, Phone number, Address
- Employment: Job title, Role, employer, previous employers and location and qualifications
- Technical Data: Log details, IP address, Browser type/ language, Device details
- Usage Data: Interactions With Our Services, Logs, Analytics
- Transactional Data: Payment Information (processed through secure third-party providers).
- Communications: Messages, Emails, Support requests, preferences
- Employee Info: Previous employers, location, qualifications, right to work, security clearances,

We do not intentionally collect special category data as defined in Article 9 (1) of the UK GDP which the UK GDPR singles out unless you explicitly provide it and consent to its use.

We do not knowingly collect personal information from children. If you believe we have inadvertently collected data relating to a child, please contact us immediately at: theteam@medishield.tech so that we can promptly review and, if necessary, remove this information without undue delay.

Where we require your personal data to or enter a contract, provide our services or process your instructions; failure to provide the requested data may prevent us from carrying out necessary activities or fulfilling the contract. In such cases, we may need to cancel our engagement or any contract with you, but we will inform you at the time if this becomes necessary.

How Long do we Keep Your Personal Data For?

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including meeting any legal, regulatory, tax, accounting, or reporting obligations. We may also keep your data for longer if a complaint has been made.



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When determining how long to keep personal data, we consider the amount, nature, and sensitivity of the information; the potential risks associated with unauthorised access or disclosure; the purposes for which the data is processed and whether those purposes can be achieved in other ways. We align to any applicable legal or regulatory requirements.

Withdrawing Consent

Where you have provided consent for the processing of your personal data, you have the right to withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing carried out based on your consent before it was withdrawn.

How We Use Your Data

We process your data only when we have a lawful basis under UK GDPR. This could be a for a variety of reasons from contractual necessity, legal obligations and to provide and maintain a high level of customer service. We have covered all of the purposes below:

Service Delivery & Operations

- Responding to enquiries
- Delivery of Our MediShield Services
- Creating and managing our customer accounts
- Processing bookings, payments and billing
- Providing customer support
- Handling complaints, troubleshooting, and technical issues
- Sending service-related messages
- Sending administrative or contractual notices
- Notifying our customers about policy changes
- Verifying identity for onboarding
- Managing debt recovery or payment disputes

Legal, Regulatory & Compliance Requirements

- Meeting tax, accounting, and audit requirements
- Complying with UK GDPR and other data protection laws
- Responding to lawful requests by authorities (e.g., police, courts)
- Fulfilling our MediShield contractual obligations
- Maintaining records required by law



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Where data relating to criminal activities is concerned the lawful purpose will be dealt with under Article 10 of the UK GDPR and Section 10 of the Data Protection Act 2018.

Security & Risk Management

- Monitoring networks, systems, and infrastructure for security
- Implementing cyber-security measures
- Maintaining event and security logs

Marketing, Advertising & Personalisation

- Maintaining internal databased and CRM system
- Sending marketing emails, newsletters, or promotional offers
- Conducting targeted or personalised advertising
- MediShield loyalty programmes
- Tracking marketing performance and engagement
- Managing customer preferences and opt-in/opt-out choices
- Producing testimonials (with permission)
- Customer Surveys

Analytics, Performance & Product Improvement

- Conducting customer research, surveys, or feedback reviews
- Quality assurance and training of staff
- A/B testing or user experience optimisation

Cookies, Tracking & Device Information

- Ensuring website functionality and security
- Recording cookie preferences
- Collecting analytics and traffic metrics

For MediShield Employees

- Recruiting, onboarding, and vetting applicants
- Administering payroll, benefits, and pensions
- Managing work schedules, performance, and HR records
- Ensuring workplace security and access control
- Meeting employment law obligations



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Cybersecurity & Ethical Safeguards

We follow strict ethical security standards and ensure your data is secured in accordance with our obligations under Data Protection laws.

Access to personal data is limited at MediShield and processing only takes place under instruction.

We have policies and procedures to handle any potential data security breaches and data subjects; third parties and any applicable regulators will be notified where we are legally required to do so.

We have ensured that all employees & contractors complete information security and data protection training during their onboarding and refresher training on an annual basis.

We conduct regular internal risk assessments and audits to ensure our people, procedures, processes and technical controls are continuing to perform as expected on a long-term basis. We monitor our own systems for Monitor for vulnerabilities and apply security patches promptly.

Your personal data is not used in any automated decision making (a decision is not made solely by automated means without any human involvement).

MediShield Data Transfer

Our third-party SaaS customer management system uses end-to-end encryption for data in transit & at rest, ensuring only authorised users can access the data. This includes secure email communication with S/MIME encryption, which prevents email attacks, data leaks, phishing and email spoofing. Zoho's commitment to data security is reflected in its use of AES-256.

While we take strong measures to protect your information, no method of transmitting data over the Internet is completely secure. We therefore cannot guarantee the security of information sent to our site or to third-party sites; any transmission is at your own risk. Once we receive your data, we apply strict security procedures and controls to reduce the risk of unauthorised access.

Our website may occasionally include links to external sites operated by partners, advertisers, or affiliates. If you choose to follow these links, please be aware that we are not responsible for the content, security, or privacy practices of those third parties. You should review and agree to their privacy notices before providing any personal information.

If you are provided with a password, or choose one yourself, to access documents or areas within our site you are responsible for keeping it confidential. Please do not share your password.



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What Are Your Rights?

Your rights are contained within the UK General Data Protection Regulation (UK GDPR). This summary does not include every detail. For a full explanation, please refer to the UK GDPR and guidance issued by the Information Commissioner's Office (ICO): <https://ico.org.uk/for-organisations/data-protection-and-the-eu/data-protection-and-the-eu-in-detail/the-uk-gdpr/>

Under the UK GDPR, we are required to respond to your verified request within one calendar month of receipt, unless the request is complex and requires an extension.

Your principal rights, unless restricted or prohibited by law, are as follows:

- **Right to Object:** You may object to the processing of your personal information where applicable.
- **Right of Access:** You may request access to the personal information we hold about you.
- **Right to be Informed:** You have the right to receive information about how your data is collected, used, and shared.
- **Right to Rectification:** You may request correction of any inaccurate or incomplete personal data.
- **Right to Erasure:** You may request that we delete your personal information under certain circumstances.
- **Right to Restrict Processing:** You may request that we limit how we process your data in specific situations.
- **Right to Data Portability:** You may request a copy of the personal data you have provided to us in a structured, commonly used, and machine-readable format.
- **Rights in Relation to Automated Decision-Making and Profiling:** You have rights regarding decisions made solely by automated means, including profiling, where they produce legal or similarly significant effects.

If you need any additional information on your rights and in regard to how your data is processed, please contact: theteam@medishield.tech.



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Cookies

Cookies are small pieces of information that are issued to your computer or mobile device when you interact with our website, and which store and sometimes track information about your use of our website. A banner is displayed on our website giving you clear information about the purpose, storage, and access to the cookie and to confirm you have given consent before it captures data. Please see our cookies policy for full details of the cookies used on link: [Cookie Policy](#).

Transfer to Third Parties

MediShield may disclose your personal data to some third parties to help us deliver our services/products or for marketing purposes.

All third parties are contractually bound to protect the personal data we provide to them.

We may use several or all the following categories of recipients:

- Business partners, suppliers, contractors for the performance of any contract we enter with them or you.
- For administrative purposes and to provide services to you providers,
- Third parties that provide services e.g., Managed IT service providers, hosting cloud-based software services, content delivery networks
- Marketing/PR services providers, CRM platform, Email marketing provider, advertising and analytics providers
- Incident response, forensics partners or sandbox environments
- Payment service providers
- Recruitment service providers including screening and security checks
- Professional advisors e.g., lawyers, auditors
- Data protection officer in line with Article 38 of the UK GDPR
- Web analytics and search engine provider to ensure the continued improvement and optimisation of our website.



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Transfers Outside of the UK

At MediShield, any personal information transferred to third parties will only be processed under our explicit instructions. We require all such parties to implement and maintain the highest standards of information security, in full compliance with applicable Data Protection laws.

Where personal data is transferred outside the United Kingdom to a country that does not benefit from an adequacy decision, we will ensure that appropriate safeguards are implemented before the transfer takes place. These safeguards may include:

- The use of UK International Data Transfer Agreements (UK ITAs);
- Reliance on The Data Protection (Adequacy) (United States of America) Regulations 2023;
- Participation in the EU-US Data Privacy Framework and UK Data Bridge; or
- Application of a relevant exception under Article 49 of the UK GDPR.

Right To Complain

Any complaints about our collection and use of personal information is taken very seriously at MediShield.

If you think that our collection or use of personal information is unfair, misleading, or inappropriate, unnecessary or have any other concern about our data processing, please raise this with us in the first instance.

To make a complaint, please contact us via email on theteam@medishield.tech.

If you are dissatisfied with the outcome of your complaint or any review carried out by us in relation to information we hold about you, you can make a complaint to the Information Commissioner's Office, who oversees the UK GDPR regulations.

If you wish to do this, you can contact them at: By Post: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF



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Policy Review

We regularly review this Policy to ensure it remains accurate and up to date. The most recent update was made on 5 May 2025.

We reserve the right to amend this Privacy Policy at any time. If we make any significant changes, we will issue an updated version and, where appropriate, notify you through other means to keep you informed about how we process your personal information..

