# **Privacy Policy**

### About this policy

This policy explains what types of personal information will be gathered when you visit The Fertility Partnership website, and how this information will be used. Please note that this policy applies to the company's main web pages (i.e. those on thefertilitypartnership.com).

If you follow a link to any other website, please check their policies before you submit any personal information to those websites.

### Information collected

On some parts of the website, you may be asked to provide some limited personal information in order to enable the provision of certain services (e.g. patient information sheets, price lists, etc). The Fertility Partnership may store this information manually or electronically. By supplying this information you are consenting to The Fertility Partnership holding and using it for the purposes for which it was provided. Information provided will be kept for as long as is necessary to fulfil that purpose.

We may also collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our webmasters. This is statistical data about our users' browsing actions and patterns which does not identify any individual and allows us to ensure that content from our site is presented in the most effective manner for you and for your computer.

#### How the information collected is used

Personal information provided to The Fertility Partnership by you will only be used for the purposes stated when the information is requested. Personal information will not be sold to third parties, or provided to direct marketing companies or other such organisations without your permission. Personal information collected and/or processed by The Fertility Partnership is held in accordance with the provisions of the Data Protection Act 1998.

Demographical and statistical information about user behaviour may be collected and used to analyse the popularity and effectiveness of The Fertility Partnership's website. Any disclosure of this information will be in aggregate form and will not identify individual users.

### How we store information collected

Information which you provide to us will ordinarily be stored on our secure servers. However, we do work with third party contractors, some of whom host and operate certain features of the website. Accordingly, information that we collect from you may be collected in or transferred to a destination outside the European Economic Area ("EEA"). That information may be processed by staff operating outside the EEA who work for us or for one of our contractors. By submitting personal information, you agree to this transfer, storing and processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

We may disclose your personal information to third parties if we are under a duty to disclose or share such information in order to comply with any legal obligation or to protect the rights, property or safety of The Fertility P artnership, its members or others.

### How we use "cookies"

Most of our web pages use "cookies". A cookie is a small file of letters and numbers that we place on your computer or mobile device if you agree. These cookies allow us to distinguish you from other users of our website, which helps us to provide you with a good experience when you browse our website and also allow us to improve our website.

### **Access to information**

The Data Protection Act 1998 gives you the right to access information held about you. For further information about this right and how to exercise it, please see the The Fertility Partnership's Policy on Data Protection.

### **Changes to our Privacy Policy**

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email.

### Contact

Any queries or concerns about privacy on this website should be sent by email to <a href="mailto:info@thefertilitypartnership.com">info@thefertilitypartnership.com</a> or addressed to the Data Protection Officer, The Fertility Partnership, Institute Of Reproductive Science, Oxford Business Park North, Oxford, OX4 2HW.

## Legal notice

### Ownership, Liability and Use

- 1. Unless otherwise indicated, this Website and its contents are the property of The Fertility Partnership), whose administrative offices are at the The Institute of Reproductive Sciences, Oxford Business Park North, Alec Issigonis Way, Oxford, OX4 2HW. The copyright in the material contained on this Website belongs to The Fertility Partnership or its licensors. The trademarks appearing on this Website are protected by the laws of England and by international trademark laws.
- 2. The information placed on this Website by The Fertility Partnership ("The Fertility Partnership Information") has been prepared solely for the purpose of providing selected information about The Fertility Partnership, its subsidiary companies and organisations with which it is associated; and about the respective services which they offer.
- 3. The Fertility Partnership does not make any warranty that information contained on this Website, or on any site linked to this Website, is complete, accurate or up-to-date; and The Fertility Partnership is not responsible for the results of reliance on any such information.
- 4. The Fertility Partnership does not make any warranty that use of the Website will be uninterrupted, virus-free or error-free; or that use of the Website will not affect other software or operating systems used to access the Website. Any warranties provided under the general law are expressly excluded to the fullest extent possible. In particular, The Fertility Partnership does not warrant that use of the Website will not infringe the rights of any other person or organisation; nor that the Website is of reasonable quality or fit for any particular purpose, even if The Fertility Partnership has received notice of an intention to use the Website for that purpose.
- 5. Unless they are contained in The Fertility Partnership Information, or unless expressly stated otherwise, opinions given on this Website are those of the individuals making them, and not those of The Fertility Partnership: The Fertility Partnership is not responsible for such opinions or any claims resulting from them.
- To the extent permitted in law, The Fertility Partnership accepts no liability for any loss or damage which may be suffered by other parties as a direct or indirect result of using this Website (including loss of profit, loss of opportunity, loss of business, and consequential loss).
- 7. Persons submitting material other than The Fertility Partnership Information to this Website are solely responsible for the material and for any claims relating to its content, whether made against The Fertility Partnership or otherwise. Whilst The Fertility Partnership does not exercise editorial control over any content posted to the Website by users, The Fertility Partnership reserves the right at its sole discretion to remove any content which it has been notified is objectionable, whether or not the objection is substantiated, and otherwise to review, edit or delete any comments posted by users which it deems defamatory, unlawful, threatening or otherwise objectionable. Notwithstanding the foregoing, and to the extent permitted in law, The Fertility Partnership accepts no responsibility or liability for any material communicated by third parties via the Website.
- 8. Subject to the above, those gaining access to this Website are authorised to make use of the Website (and of any interactive facilities which are available through it) for any lawful purposes. The following is a non-exclusive list of uses which are expressly prohibited:

- using the Website to commit or encourage unlawful acts, including unlawful copying of copyright material;
- misrepresenting the user's identity or authority;
- distributing any type of virus or other device intended to cause nuisance, loss or corruption of any information on the Website or accessed through it, or of any systems used to operate the Website or any systems accessed through it;
- tampering with communications which are not the user's, or making any alteration to any information on the Website;
- accessing or attempting to access other parties' user accounts;
- hacking or attempting to hack any part of the Website, or any system used to run it, or any system accessed through the Website;
- disrupting the flow of communications in interactive areas;
- storing personal data derived from the Website;

### posting material which:

- o infringes intellectual property rights;
- defames or threatens other people or organisations;
- is offensive, obscene or hateful, or which other users of the Website are likely to consider offensive, obscene or hateful.
- 9. Use of this Website by members of The Fertility Partnership is also subject to The Fertility Partnership's Rules for Computer Use.
- 10. The Fertility Partnership collects e-mail addresses and other contact details, together with any comments provided voluntarily via this Website. The Fertility Partnership also collects information on what pages are visited. This information is used to improve the content of the Website and to make contact for marketing purposes and for the supply of information.
- 11. These terms are governed by English law, and the Courts of England have exclusive jurisdiction in relation to them.
- 12. If any of these terms is found to be illegal or unenforceable by a court of competent jurisdiction, the term(s) in question will be severed; but the remaining terms will continue in force.
- © The Fertility Partnership 2016.

### Cookie notice

Our website uses cookies. You can find out more about cookies, how we use them and how to control them below.

By using this website you consent to the use of cookies in accordance with this Cookie Notice. If you do not consent to the use of these cookies please disable them following the instructions in this Cookie Notice so that cookies from this website cannot be placed on your device.

#### What is a cookie?

Cookies are small text files which are sent to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies act as a memory for a website, allowing that website to remember your device on your return visits. Cookies can also remember your preferences, improve the user experience as well as tailor the adverts you see to those most relevant to you.

You can find more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them at <a href="https://www.aboutcookies.org">www.aboutcookies.org</a>

### Types of cookies

### Session and persistent

We may use session cookies which exist only until you close your web browser. We may also use persistent cookies which exist for a longer, specified period of time.

### **Purpose**

Cookies on our website are used for one or more of the below purposes.

Purpose	Description
Strictly Necessary	Cookies which are strictly necessary to provide services requested by the user
Performance	Cookies which collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages
Functionality	Cookies which allow a website to remember choices a user makes (such as user name, language or the region) and provide enhanced, more personal features
Targeting or advertising	Cookies which are used to deliver adverts more relevant to a user and his or her interests. They are also used to limit the number of times a user sees an advertisement as well as help measure the effectiveness of the advertising campaign

### Third party cookies

Our website may allow third party cookies to be set by services that appear on it. These cookies are not in our control. For further information about how the third party uses cookies, please visit the relevant third party website. Details of any third party cookies used on this website, including their purpose, will be outlined in the table below.

### Cookies used on this website

Below is a summary of the cookies used on www.thefertilitypartnership.com. You should check other The Fertility Partnership websites as the use of cookies may be different.

Name	Purpose	Category	Persistence	Origin
utmb		Performance	Session	

utmc	Used by Google Analytics to establish a session and to determine the period of dwell time			Third party
utma	Used by Google Analytics to identify unique visitors	Performance	Persistent	Third party
utmz	Used by Google Analytics to store referral information	Performance	Persistent	Third party
utmv	Used by Google Analytics to segment visitors by a custom demographic	Performance	Persistent	Third party
utmx	Used by Google Analytics to determine the most effective design for the site	Performance	Persistent	Third party
exp_tracker				
exp_last_visit	These cookies are set by our content	Performance	Persistent	First party
exp_last_visitatuvc	management system upon arrival to our site.			
exp_cp_last_site_id				
exp_last_activity	These cookies are set by our content	Performance	Session	First party
exp_expiration	management system upon arrival to our			
exp_sessionid	site.			
exp_uniqueid	These cookies are deleted when a user			
exp_userhash	closes their browser.			
exp_flash	Used to keep track of changes for the current logged in member. Used in conjunction with logged in members only. Expires: 1 day from date set/update.	Performance	Persistent	First
hideCookieMessage	This cookie is set by the The Fertility Partnership website in order to stop the cookie acceptance message from appearing.	Performance	Persistent	First party

### How to control and delete cookies

The majority of web browsers accept cookies, but you can usually change the browser's settings to refuse new cookies, disable existing ones or simply let you know when new ones are sent to your device.

In order to set your browser to reject cookies, refer to the help instructions supplied by the browser provider (usually located within the "Help", "Tools" or "Edit" menu). More detailed guidance can be found at <a href="https://www.aboutcookies.org">www.aboutcookies.org</a>

Please be aware that, if you refuse or disable cookies, some of the website's functionality may be lost. In addition, disabling a cookie or category of cookie does not delete the cookie from your browser. You will need to do this yourself from within your browser.

### Changes to our use of cookies

Any changes to our use of cookies for this website will be posted here and if necessary, signposted from our web pages highlighting any changes.

### **Contact Information**

If you have any queries in relation to this notice, please contact us at <a href="mailto:info@thefertilitypartnership.com">info@thefertilitypartnership.com</a>