

Privacy Notice

Last updated November 2023

We take your privacy very seriously. Please read this privacy notice (“**Notice**”) carefully as it contains important information about how your personal information will be used in connection with www.vaccines.co.uk (“**Website**”).

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1. About us

This website is jointly used by GlaxoSmithKline UK Limited (“**GSK**”) and AAH Pharmaceuticals Limited (“**AAH**”). For the purposes of data protection legislation, these companies are joint controllers i.e. the companies who are jointly responsible for, and control the processing of, your personal data (“**we**”).

As the seller of the Website products, AAH primarily manages sales information while GSK primarily manages information provided to the Website by Website users (“**you**”).

If you would like to contact us in relation to this Notice please use our contact details under the header “*Contact Us*” below.

2. What personal information do we collect, and where do we obtain it from?

We collect the following information about you when you register on our Website:

- your name;
- work position;
- place of work;
- professional number;
- business email address;
- business postal address.

We may also collect other information that you provide to us, either using the Website, over the phone or in person.

How do we obtain personal information about you?

We may also gather and generate information about you when you provide it to us or interact with us directly. For example, when you engage with one of our sales representatives, and when you get in touch for customer support or to provide feedback. We may also receive professional information about you from other sources, such as a representative of the healthcare practice you work at.

We may combine information that we have about you from various sources, including the information that you have provided to us.

3. How we use your personal information

We use your personal information for the purposes of:

- processing any orders you may make, on behalf of your healthcare practice or organisation, for products advertised for sale on the Website (“**Vaccines**”)
- billing and order fulfilment;
- notifying you of any changes to the Website or to our products or services that may affect you;
- administration;
- personalising our services to you;
- analysing your healthcare practice or organisation’s purchasing trends;
- marketing—see the section under the heading “*Marketing*” below;
- security, fraud prevention and detection;
- improving our products and services;
- complying with our legal obligations.

On what basis do we use your personal information?

- *For legitimate business purposes:* Using your personal information helps us to operate and improve our business and minimise any disruption to the services that we may offer to you. It also allows us to make our communications with you more relevant and personalised to you, and to make your experience of our products and services an efficient and effective one.
- *To comply with our legal obligations and other demands for information:* Compliance with laws, regulations, rules, codes and guidance is important to us, and we would want to be able to comply with these, as well as the other requests or demands for data as set out here. They affect the way in which we run our business, and they help us to make our products and services as safe as we can. Where we use your personal information for this purpose, rest assured that where possible we will take measures to protect your personal information.
- *Your consent:* At times we may need to get your consent to allow us to use your personal information for one or more of the purposes set out above. You have various rights where we are processing your information on the basis of your consent. For example, if you don’t want to be on one of our mailing lists, you can choose to opt out at any time by following the “unsubscribe” instructions at the bottom of our promotional emails. If you have an account with us, you can also opt out by updating your preferences.

4. We sometimes share your personal information

We may share your personal information with any of the following:

- our agents;
- our suppliers;

- our professional advisors and auditors;
- other companies within the GSK or AAH groups of companies;
- regulators, governments and law enforcement authorities;
- courts, tribunals, arbitrators or other judicial committees; and
- other third parties in connection with our selling, merging, buying, or reorganising all or any part of our business, or carrying out any similar change of our business (including any potential or actual purchaser of that business or that purchaser's advisors).

Transfers outside your home country

We may transfer your personal information outside of your home country. The countries to which your personal information is transferred may not offer an equivalent level of protection for personal information to the laws of your home country. These countries may include countries within or outside the European Economic Area.

We will implement appropriate measures to ensure that your personal information remains protected and secure when it is transferred outside of your home country, in accordance with applicable data protection and privacy laws. These measures include data transfer agreements implementing standard data protection clauses. You can find more information about data transfer agreements [here](#).

5. Websites that we do not own or control

From time to time we may provide links to websites or mobile applications that we do not own or control. This Notice does not apply to those websites. If you choose to use those websites, please make sure that you check the legal and privacy statements posted on each website or mobile application you access to understand their privacy practices.

6. How long will we keep your personal information?

We have a records retention policy that sets out how long we keep your personal information. As a general rule, we keep your personal information for as long as required (a) to comply with law; (b) in connection with legal action or an investigation involving us (GSK or AAH); or (c) to provide you with information, access to the Website, or our products and our services.

7. How secure is your personal information?

We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use or disclosure. Our suppliers are carefully selected and required to use appropriate measures to protect the confidentiality and security of your information. Unfortunately, the transmission to us of information via the internet or a mobile phone network connection may not be completely secure; any transmission is at your own risk.

8. Managing your Website account information

Where you have registered for an account with the Website, you can manage certain personal information held by us through your account settings (for example, managing your marketing email preferences).

9. Exercise your rights under this Notice

You have the right (subject to some exceptions):

- to withdraw your consent to the processing of your information at any time, where we process your personal information based on having your consent;
- to ask us about the processing of your personal information, including to be provided with a copy of your personal information held by us;
- to request the correction and/or deletion of your personal information, or restrict or object to the processing of your personal information; and
- to request to obtain and reuse your personal information for your own purposes across different services.

If you would like to exercise any of these rights about your personal data that we hold, please use our contact details set out under the header “*Contact Us*” below.

What if you do not want to provide us with your personal information?

Where you are given the option to share your personal information with us, you can always choose not to do so.

If you choose not to provide us with your personal information, you object to our processing of your personal information, or you choose to withdraw any consent that you may have provided to processing, we will respect such requests in accordance with our legal obligations. This may mean, however, that we may not be able to perform the actions necessary to achieve the purposes set out in this Notice. It may also mean that you may not be able to make use of the services and products offered by us.

We may be required or entitled to retain your information to comply with legal and regulatory obligations and to protect and exercise our legal rights and interests.

10. GSK and AAH marketing

Where you have given your consent, GSK and/or AAH may each store your business contact details for direct marketing purposes and each of us (acting independently) may contact you about our respective products or services that may be of interest to you or your employer. If you prefer not to receive any direct marketing communications from GSK or AAH, you can opt out at any time by following the “unsubscribe” instructions at the bottom of the relevant promotional emails, or, in the case of GSK (if you have a Website account), by managing your email preferences via your accounts setting.

Opt Out of Online Behavioural Advertising

When a GSK online behavioural advertisement is delivered to you, you will see an “Ad Choices” icon. Clicking on the icon or link will take you to a website where you can manage or opt out of the use of data about your browsing history that is used for the delivery of online behavioural advertising. On your mobile device, you may also have a “Limit Ad Tracking” setting (in iOS devices) or a setting to “Opt out of Interest-Based Ads” (on Android), which allows you to limit the use of information about your use of apps for purposes of serving ads targeted to your interests.

If you opt out, you may still see advertisements online, including advertisements from GSK that are based on other information (e.g., based on the content of the page being viewed rather than your prior web-browsing activity). In some cases, data may still be collected about your browsing activity by these third-party advertisers, but they will not use this data to deliver advertisements that are based on your past online browsing behaviour.

To learn more about the choices that advertisers provide generally for individuals to influence how information about their online activities over time and across third-party websites or online services is collected and used, visit the Network Advertising Initiative at http://www.networkadvertising.org/managing/opt_out.asp, the Digital Advertising Alliance at <http://www.aboutads.info/>, or the European Digital Advertising Alliance at <http://youronlinechoices.eu/>.

11. Cookies

The Website uses cookies. For more information on which cookies we use and how we use them, please see our Cookie Policy.

12. How to complain

If you have a complaint about the way we handle your personal data, please use our contact details set out under the header “*Contact Us*” below. In addition, should you find it necessary, you have a right to raise a concern with the information regulator, the Information Commissioner’s Office: <https://ico.org.uk/>.

13. Contact us

Privacy and Website queries

If you have query about this Notice, your personal data that we hold, or this Website please contact GSK and AAH whose details are:

Corporate details: GlaxoSmithKline UK Limited (company no. 4310159) of 980 Great West Road, Brentford, Middlesex, TW8 9GS. UK.Ireland-CPA@gsk.com is the data protection officer.

GSK privacy queries: UK.Ireland-CPA@gsk.com

AAH privacy queries : data.protection@hallohealthcaregroup.com

Website queries: customercontactuk@gsk.com

Sales queries

Corporate details: AAH Pharmaceuticals Limited, (company no. 0123458) of Sapphire Court, Walsgrave Triangle, Coventry, CV2 2TX.

Sales queries: AAH Customer Care 0344 561 8899