

Privacy Policy

Effective 31 July 2026

This policy explains how ASEP Healthcare Limited ("ASEP", "we") uses personal data when you visit www.asephealthcare.com or contact us. It covers the UK GDPR, the Data Protection Act 2018 and, where it applies, the EU GDPR.

Who we are

ASEP Healthcare Limited (company number 06491384) is the controller. Registered office: 18 Tapton Way, Wavertree Business Village, Liverpool L13 1DA, United Kingdom.

Privacy queries: support@asephealthcare.com or +44 (0)151 319 2963.

What we collect

We collect only what we need to run a business website and to deal with professional enquiries:

- Identity and contact details you send us (name, role, organisation, email, phone, country).
- Enquiry content, including product interest and any files you attach.
- Order, account and delivery details if you buy from us.
- Technical data from your browser (IP address, device, pages viewed, referring site).
- Cookie data, as described in our Cookie Policy.

This is a business website. Please do not send patient or other health data through our contact forms. If you do so by mistake we will delete it unless we must keep it to deal with your request or to meet a legal duty.

Why we use it, and on what basis

- To reply to an enquiry or provide information you have asked for — legitimate interests, or steps toward a contract.
- To take and fulfil orders, manage accounts and collect payment — contract.
- To run, secure and improve the website — legitimate interests.
- To send product or service updates where you have asked us to, or where PECR allows us to contact existing business customers. You can opt out at any time — consent or legitimate interests, as applicable.
- To meet tax, medical-device, accounting and other legal duties — legal obligation.

Who we share it with

We do not sell personal data. We may share it with:

- Service providers who host the site, email, IT, payment, freight or professional advice, under contract.
- Distributors or group companies where that is needed to handle your request.
- Regulators, courts or other parties where the law requires it, or to protect our rights.

Some providers may process data outside the UK or EEA. Where they do, we use an adequacy decision or another lawful safeguard, such as the UK or EU International Data Transfer Agreement / Standard Contractual Clauses.

How long we keep it

Enquiry records are kept for up to 24 months after the last contact, unless a live commercial relationship continues. Order and accounting records are kept for seven years. Website logs are kept for a short period for security. We then delete or irreversibly anonymise the data.

Your rights

You may ask us to access, correct, delete or restrict your data, to object to our legitimate-interest processing, to withdraw consent, and in some cases to receive your data in a portable form. These rights are not absolute.

UK: Information Commissioner's Office, ico.org.uk, 0303 123 1113. EEA: you may also complain to your local supervisory authority. We would rather resolve the matter with you first.

Children

The site is not directed at children and we do not knowingly collect data from anyone under 16.

Changes

We may update this policy. The date above will change. The published version on this page is the current one.