

PRIVACY POLICY

1.1 We respect the privacy of all individuals who use this Website. This privacy policy explains what information we gather from you, how we use it and how you may control our use of your personal information. We will ensure that all personal information supplied is held securely, in accordance with the Data Protection Act 1998. This Website contains links to other websites. Please be aware that we are not responsible for the privacy practices of such other websites. We encourage our users to be aware when they leave our Website and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this Website.

1.2 TaiShen Oriental Medicine is the sole owner of the information collected on this Website. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Your privacy is of the highest importance to us, and we promise never to release your personal details to any outside company for mailing or marketing purposes without your express permission.

1.3 Information collected:

We may collect the following data from you:

1.3.1 information that you provide to us when setting up or amending an account with us. For example, your name, address, email address, contact telephone numbers, DOB, password, password question and answer, and card details which can be used when you subsequently make an appointment or place an order;

1.3.2 information that you provide to us when placing an order online or by filling in any online registration form which we may make available on our Website. For example, your name, email address, payment address and card details which are essential for processing an order;

1.3.3 information which you voluntarily disclose to us by email or other means;

1.3.4 information about your computer including, where available, your IP address, operating system and browser type;

1.3.5 information about your internet usage obtained using a cookie file which is stored on the hard drive of your computer.

1.4 Surveys

From time-to-time we may request information from our users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as post code, age level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of this Website and of our products and services generally, and all personal details and histories will be kept completely confidential.

1.5 Uses made of the information:

We may use information held about you in the following ways:

1.5.1 internal analysis purposes within our group of companies;

1.5.2 to create and maintain your account with us;

1.5.3 to comply with our obligations following your order as set out in our terms and conditions of sale;

1.5.4 to provide updates and newsletters that you have requested, in respect of our products and services;

1.5.5 to ensure that content from our Website is presented in the most effective manner for you and for your computer;

1.5.6 to administer and otherwise perform our obligations in relation to the goods and/or services which

we have agreed to provide to you. For example, we may use an outside carrier company to deliver orders, and a credit card processing company to bill you for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes; 1.5.7 to provide you with information and services including any marketing that you have requested from us and otherwise to respond to queries which you may submit; 1.5.8 to allow you to participate in interactive features of our Website where you have chosen to do so; 1.5.9 to notify you about changes to our Website; 1.5.10 to offer you products and services provided by us or any other company within the same group of companies. You should be aware that if we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information and/or user information, we are entitled to do so.

1.6 Correction/Updating of Personal Information:

If a user's personally identifiable information changes (such as your post code), or if a user no longer desires our service, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us. This can easily be done by emailing at taishen.orientalmedicine@gmail.com

1.7 Third parties who may use the information:

We may pass your data to third parties for the purposes of processing credit or debit card payments and processing your orders. We may also use your data or permit selected third parties to conduct market research on behalf of TaiShen Oriental Medicine.

1.8 Your consent

During the online ordering and/or registration process you may be given the opportunity to provide your consent to our contacting you to offer you promotional goods and services and/or a newsletter or general update on our products and services. No such contact will be made with you without such express consent having been given. Users who provide their consent and who no longer wish to receive information from TaiShen Oriental Medicine may opt-out of receiving this by emailing us at TaiShen.OrientalMedicine@gmail.com. Where you withdraw your consent to use of your personal information we will stop such use as soon as is reasonably practicable.

1.9 Cookies

1.9.1 We use "cookies" and we obtain certain types of information when your Web browser accesses our Website. Although we will not be able to provide you with a personalised experience at our Website if we cannot recognise you, we want you to be aware that these tools exist. 1.9.2 Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognise your browser and to provide features such as personalised greetings and storage of items in your Appointments / Shopping Basket between visits. These cookies will enable us to improve our knowledge of your use of our web site and to identify whether or not all of the pages which you request are successfully received. Whilst these cookies are anonymous, they do allow us to improve our Website. The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. However, cookies allow you to take full advantage of some of our Website's most useful features and we recommend that you leave them turned on. If you do leave cookies turned on, be sure to sign off when you finish using a shared computer.

1.10 Security

1.10.1 We realise how important it is to securely store any information that you provide us. Our site currently uses high-level encryption technology. You can therefore rest assured that we take the security of your payment and personal details very seriously.

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1.10.3 While we currently use SSL encryption to protect sensitive information online, we also protect your information off-line. All of your information, not just the sensitive information mentioned above, is restricted in our offices. Only the practitioner who need the information to perform the service are granted access to your personal information. The servers on which we store your personal information are kept in a secure environment.

1.11 Phishing

1.11.1 Phishing is the practice of tricking someone into giving confidential information. Examples include falsely claiming to be a legitimate company when sending an email to a user, in an attempt to get the user to send private information that will be used for identity theft and fraud.

1.11.2 We will never ask you to send any sensitive information via email. If we require such details, for security reasons we will ask you to contact us by telephone. Should you receive an email claiming to be from us requesting this kind of information please do not respond but contact us immediately.

1.12 Complaints

If you feel that we are not abiding by its posted privacy policy, you should first contact us at TaiShen.orientalmedicine@gmail.com