

## **GDPR Statement for Rapid Test Methods Ltd.**

Rapid Test Methods Ltd is committed to protecting your privacy. This privacy policy explains who we are, how we collect, share and use Personal Data and how you can exercise your privacy rights.

### **Organisation Information**

Rapid Test Methods Ltd.

Registered Office: C/O O'Mahony Donnelly Limited (Xeina Group), BLDG G West Cork Technology Park, Clonakilty, CORK, Ireland P85 VF62

Company registration number: 401476

VAT registration number: IE 9767030Q

Phone: +353 23 88 31884

Email: [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com)

### **Description of Business**

Rapid Test Methods Ltd. (RTM) provides an internet based service via [www.rapidmicrobiology.com](http://www.rapidmicrobiology.com) to allow manufacturers and service providers inform existing and potential customers of their product offerings.

### **RTM as a Data Processor**

RTM data processing begins when a rapidmicrobiology Website Visitor requests information from one of our Advertisers. In this scenario the Advertiser can be considered the Data Controller. Data processing is carried out by RTM for an unspecified period or until a request for deletion is received.

On behalf of the Controller, RTM collects personally identifiable information from its website users when an enquiry form is completed and submitted. During the submission process permission is expressly granted for details to be shared to the specified Product or Service Provider (Data Controller or Controllers).

Other data (i.e. site visitors IP address and website activity) is also processed by RTM to generate anonymised website visitor metrics and this may be shared with the Data Controller.

### **RTM as a Data Controller**

RTM collects and controls personally identifiable information on our current and prospective customers for sales and marketing purposes. RTM uses this information to communicate with this data set about orders, services, promotional offers, marketing and to provide customer support.

Data control starts from when the information is supplied to us by an individual representative of a company or agency and continues until it is considered to be inactive if there has been no engagement with our communications for a period of 18 months or on request to be deleted.

Personally identifiable data is also collected when a website user requests subscription to the rapidmicrobiology newsletter. This data is only used to send our electronic newsletter it is not shared with any other party, nor do we send newsletters on behalf of other organisations.

Anonymised data from the rapidmicrobiology newsletter (i.e. open rates, geographic location, click through rates) may be shared with Data Controllers.

### **Other Organisations That Can Access This Data**

RTM does not share or sell any data to any other company unless required to do so by law, we do share data with other processors via software platforms used to conduct some of our business processes. These platforms have been checked to ensure they are compliant to EU GDPR.

The following third party data processors are used:

- Google Analytics for monitoring website traffic
- Facebook, Twitter and LinkedIn social media channels
- Hootsuite for monitoring and controlling social media channels
- Quickbooks Online for sales and purchase ledger
- HubSpot for CRM
- Constant Contact for sales and marketing purposes

### **Where Our Website Data Held**

All our website data is securely held in London on a dedicated server which is owned and operated on our behalf by [Rackspace](#). You can read Rackspace's [Security and Privacy of Hosted Data](#).

### **User Rights**

You have the right to ask what data we hold on you, the right to amend data, the right erasure and to restrict processing. To exercise your rights please contact [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com) with subject line - Data Protection Issue.