

UK Patient Feedback and Testimonials Privacy Notice

Introduction

Unora Healthcare Limited (“Unora”, “we”, “us” and “our”) is committed to protecting the privacy and security of your personal information. This notice explains how we collect, use, share and protect your personal information when you complete the Unora Home Delivery Patient Feedback form or the Unora Products Patient Feedback form and, if you choose, allow us to use your comments as a testimonial.

Providing feedback and agreeing to testimonial use are separate choices. Refusing testimonial use will not affect the products or services you receive.

Data controller details

Unora Healthcare Limited is the data controller for the personal information described in this notice.

- Unora Healthcare Limited
Unit B, The I O Centre
Barn Way
Lodge Farm Industrial Estate
Northampton
NN5 7UW
- Freephone: 0800 592 786
- Main: 01604 586 529
- Email: info@unora.co.uk

You can contact our appointed Data Protection Officer, The DPO Centre Ltd, at info@unora.co.uk with questions, requests or concerns about how we process personal information.

Data protection principles

In relation to your personal information, we will:

- process it fairly, lawfully and transparently;
- collect it for specified, explicit and legitimate purposes;
- use it only in ways that are compatible with those purposes;
- take reasonable steps to keep it accurate and up to date;
- keep it only for as long as necessary; and
- protect it against unauthorised or unlawful use, accidental loss, destruction or damage.

Categories and types of data we process

- Identification and contact details, if provided.
- Home delivery feedback, including ordering, communications, delivery times, product condition, staff interactions, reliability and issue resolution.
- Product information, including products used, length of use, satisfaction, ease of use and recommendation.
- Health and wellbeing information, including reported effects on skin health, sleep quality, confidence, physical activity, daily life, travel, challenges and outcomes.
- Free-text comments and testimonial wording.
- How you choose to be identified in a testimonial, such as by name, initials or anonymously, and the publication channels you select.
- Contact preference and correspondence about follow-up.
- Records of consent, publication permissions and withdrawal.

How we collect your data

We collect information directly from you when you complete either patient feedback form, select testimonial permissions, or correspond with us about your response or a withdrawal request.

Purpose and lawful bases for processing

Purpose of processing	Lawful basis (Article 6 UK GDPR)	Special category condition (Article 9 UK GDPR)
Collecting and analysing home delivery feedback to improve the service.	Article 6(1)(f) - Legitimate interests in monitoring and improving the home delivery service.	Article 9(2)(a) – Explicit consent, where you choose to provide health information in your feedback.
Collecting and analysing product feedback to understand product experience and improve products and support.	Article 6(1)(f) - Legitimate interests in understanding product experience and improving products and support.	Article 9(2)(a) – Explicit consent, where you choose to provide health information in your feedback.
Responding to issues or contacting you where follow-up is requested.	Article 6(1)(f) – Legitimate interests in responding to feedback and managing service or product quality. Where you ask us to take steps in relation to a service before entering into a contract, Article 6(1)(b) may apply.	Article 9(2)(a) – Explicit consent, where the follow-up requires us to use health information that you chose to provide in your feedback.
Using comments as a testimonial in the identification format and channels selected.	Article 6(1)(a) - Consent.	Article 9(2)(a) - Explicit consent where the testimonial reveals health information.
Maintaining records of consent, permissions and withdrawal.	Article 6(1)(c) – Legal obligation, where we must retain evidence of consent or withdrawal to meet our data protection obligations. Article 6(1)(f) – Legitimate interests in maintaining appropriate records to demonstrate compliance, where no specific legal obligation applies.	Article 9(2)(a) – Explicit consent, where the record contains health information provided in connection with testimonial consent.

Testimonials and consent

Providing feedback is voluntary. You may choose not to provide identification or contact details unless they are needed for a follow-up you request. If you do not provide information needed for that follow-up, we may be unable to contact you or address the matter. Choosing not to permit testimonial use will not affect the products or services you receive.

We will only use comments as a testimonial if you select "Yes". You can choose how you are identified and the channels in which the testimonial may be used. Where a testimonial reveals health information, we will obtain explicit consent for that use.

You may withdraw testimonial consent at any time by contacting our appointed Data Protection Officer at info@unora.co.uk. Withdrawal does not affect processing carried out before withdrawal. We will stop future use where reasonably possible and take reasonable steps to remove content from channels we control. Public content may have been copied, shared or retained by others, and we cannot guarantee removal of independent copies.

Sharing your data

Your information will only be shared where necessary. We may share it with:

- authorised Unora staff;
- IT, survey, website, design, printing, marketing and communications providers acting for us;
- members of the public and other users of the publication channels you select, where you agree to publication; and
- regulators, courts, law enforcement bodies or professional advisers where disclosure is required or permitted by law.

We require service providers acting on our behalf to keep personal information secure and use it only for authorised purposes. We do not sell personal information.

International transfers

Some suppliers or online platforms may process personal information outside the United Kingdom. Where this involves a restricted transfer, we will rely on UK adequacy regulations where they cover the destination or recipient. Otherwise, we will use an appropriate safeguard, such as the UK International Data Transfer Agreement, the UK Addendum to the European Commission's Standard Contractual Clauses, or approved binding corporate rules, as applicable. Before relying on an appropriate safeguard, we will complete a risk transfer assessment and put in place any additional contractual, technical or organisational measures needed to ensure that the protection of your personal information is not materially lower after transfer. We will rely on a UK GDPR exception only where the relevant legal conditions are met. You can contact our appointed Data Protection Officer for further information about the mechanisms and safeguards that apply to your personal information.

Protecting your data

We use appropriate technical and organisational measures to protect personal information against accidental loss and unauthorised access, use, alteration or disclosure. Access is limited to people who have a business need to know and who are subject to confidentiality obligations.

How long we keep your data for?

We retain feedback information only for as long as necessary for service or product improvement, responding to feedback, managing publication permissions, demonstrating consent and meeting legal, accounting or reporting requirements.

We keep feedback and related contact details for 12 months after the feedback is received or any requested follow-up is completed, whichever is later, unless a longer period is needed to resolve a complaint or legal claim. We keep testimonial consent, publication permissions and withdrawal records for six years after the testimonial is last used or consent is withdrawn, so that we can demonstrate compliance and manage legal claims. Published testimonial materials may remain in use for up to three years from first publication, subject to your consent and any earlier withdrawal; at the end of that period, we review whether continued use remains necessary and permitted. When information is no longer required, we securely delete or anonymise it. Content already printed, distributed or copied by third parties may remain in circulation, but following withdrawal we stop further use and remove it from channels we control where reasonably possible.

Your rights in relation to your data

Depending on the circumstances, you may have the following rights:

- The right to be informed about how we use your information.
- The right of access to information we hold about you.
- The right to rectification of inaccurate or incomplete information.
- The right to erasure in certain circumstances.
- The right to restrict processing in certain circumstances.
- The right to data portability in certain circumstances.
- The right to object to processing based on legitimate interests.
- The right to withdraw consent at any time where we rely on consent.

You have the right to complain to the Information Commissioner's Office or us if you have concerns about how we use your personal information. You may also complain to a supervisory authority in the country where you live or work if applicable.

These rights are not absolute and may depend on the circumstances and the lawful basis we rely on. To exercise a right, contact our appointed Data Protection Officer at info@unora.co.uk. We may need to verify your identity before responding.

Automated decision making

We do not use the information described in this notice to make automated decisions that have a legal or similarly significant effect on you.

Making a complaint

If you have concerns about how we handle your information, please contact our appointed Data Protection Officer first. If you remain dissatisfied, you may complain to the Information Commissioner's Office (ICO):

- Information Commissioner's Office
- Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- Telephone: 0303 123 1113
- Website: www.ico.org.uk

Contact us

For privacy questions, rights requests, consent withdrawals or complaints, contact our appointed Data Protection Officer, The DPO Centre Ltd, at info@unora.co.uk. You can also write to Unora Healthcare Limited at the address shown under Data controller details.

Changes to this privacy notice

We may update this privacy notice from time to time. The current version will be made available wherever the relevant programme or form is offered. Where a change materially affects how we use your personal information, we will take reasonable steps to bring it to your attention.

This notice applies to the patient feedback and testimonial activities described above where Unora Healthcare Limited is the controller in the United Kingdom.

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Last updated: September 2026