

UK Ambassador Privacy Notice

Introduction

Unora Healthcare Limited ("Unora", "we", "us", "our") is committed to protecting the privacy and security of your personal information. This notice explains how we collect, use and protect personal information about people taking part in Unora's UK Ambassador programme.

Participation is voluntary. Refusing or withdrawing consent will not affect your relationship with Unora or any products or services you receive. This notice should be read with the UK Ambassador Consent Form.

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

For general programme questions, contact Unora using the details above. For questions, requests or concerns about how we process personal information, contact our Data Protection Officer, The DPO Centre Ltd, at Info@unora.co.uk.

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, including name, email address and country of residence.
- Photographs, video, audio, interviews, case studies, blogs, social media content, product feedback and user experience stories.
- Identification preferences, including first name, full name, general location, ambassador status or anonymous use.
- Consent selections covering editing, publication purposes, communication channels and reposting.
- Health and ostomy information voluntarily included in content, stories, interviews or testimonials.
- Records of consent, changes to permissions and withdrawal requests.

How we collect your data

We collect information directly from you through the Ambassador Consent Form, content you provide to us, interviews and communications with us. Where you publicly tag or mention Unora, we will only repost or reference that content where your consent selection permits this.

Purpose and lawful bases for processing

Purpose of processing	Lawful basis (Article 6 UK GDPR)	Special category condition (Article 9 UK GDPR)
Administering the UK Ambassador programme and communicating with you.	Article 6(1)(f) - Legitimate interests in operating and managing the programme.	N/A unless the communication includes health information.
Using selected content for the purposes and channels chosen in the consent form.	Article 6(1)(a) - Consent.	Article 9(2)(a) - Explicit consent where content reveals health information.
Making reasonable edits for format, length, clarity, accessibility or design without materially changing meaning or context.	Article 6(1)(a) - Consent.	Article 9(2)(a) - Explicit consent where edited content reveals health information.
Reposting or referencing public content that tags, mentions or is provided to Unora.	Article 6(1)(a) - Consent.	Article 9(2)(a) - Explicit consent where content reveals health information.
Maintaining records of consent, permissions and withdrawal.	Article 6(1)(c) - Legal obligation where record keeping is required by law, and Article 6(1)(f) - Legitimate interests in demonstrating compliance and managing legal claims.	Article 9(2)(f) - Establishment, exercise or defence of legal claims, where consent or withdrawal records include health information and must be retained for that purpose. Otherwise, explicit consent under Article 9(2)(a) applies while the relevant content is used.

Consent, publication and withdrawal

You choose the types of content, purposes, channels and identification options that Unora may use. We will not treat consent to one purpose or channel as consent to another.

You may withdraw or update consent at any time using the privacy contact details above. 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;
- 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 use an adequacy decision, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses or another lawful transfer mechanism, as appropriate. We will also assess whether additional safeguards are needed to protect your 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 do we keep your data?

We retain ambassador information only for as long as necessary to operate the programme, use content within the permissions given, maintain evidence of consent, manage withdrawal and meet legal, accounting or reporting requirements.

We will retain ambassador contact details and unpublished source content for the duration of your participation in the programme and for 12 months afterwards, unless a longer period is needed to resolve a complaint or legal claim. Published content will remain in use for up to three years from publication, subject to your consent and any earlier withdrawal; at the end of that period, we will review whether continued use remains necessary and permitted. We retain consent forms, records of permissions and withdrawal requests for six years after the relevant consent ends or is withdrawn, so that we can demonstrate compliance and manage any legal claims. Where information is no longer required, we securely delete or anonymise it. Content already printed, distributed or copied by third parties may remain in circulation beyond these periods, but we will stop further use and remove content from channels we control where reasonably possible following withdrawal.

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.
- The right to complain to us or the Information Commissioner's Office.

These rights are not absolute. To exercise a right, use the privacy contact details above.

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 Data Protection Officer first using the privacy contact details above. 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-related concerns, contact our appointed Data Protection Officer, The DPO Centre Ltd, at Info@unora.co.uk.

Changes to this privacy notice

We may update this privacy notice from time to time, including when the programme, our processing activities or applicable law changes. The current version will be made available wherever the relevant programme or form is offered, and the date below will show when it was last updated.

This privacy notice applies only to Unora's UK Ambassador programme. If Unora introduces the programme in Germany or another country, it will provide an appropriate privacy notice identifying the responsible entity, applicable local law, relevant contact details and any cross-border arrangements.

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Last updated: September 2026