

BIRTHRATE PLUS[®] ASSOCIATES LTD Website Privacy Policy

Welcome to our website. If you continue to browse and use this website, you are agreeing to comply with and be bound by the following terms and conditions of use, which together with our privacy policy govern Birthrate Plus[®] Associates Ltd's relationship with you in relation to this website.

If you disagree with any part of these terms and conditions, please do not use our website.

This website privacy policy describes how Birthrate Plus[®] Associates Ltd obtains, stores and makes use of the information you provide when using or interacting with our website, <http://acuity.birthrateplus.co.uk>. If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy. This policy is updated from time to time. The latest version is published on this page and can be viewed on our website www.birthrateplus.co.uk. This website privacy policy was updated on 12/01/2023.

If you have any questions about this policy, please email enquiries@birthrateplus.co.uk or write to: Birthrate Plus Associates Ltd.124 Thorpe Road, Norwich, Norfolk, NR1 1RS. .

Data collection

Personal Data: We request users to provide their NHS associated email address for password reset purposes. NHS email addresses are the only contact details requested by Birthrate Plus and are used for the sole purpose of sending a password link should a user forget their password. All user emails addresses stored on our system are encrypted and not used or shared with any email marketing software.

Usage Data: We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

For further details, please see the ['about Hotjar' section of Hotjar's support site](#)

Data: The data collected is the property of the Trust as per the Terms and conditions of your licence agreement. 'Terms and Conditions for using the Birthrate Plus[®] Acuity system under license'.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

By using this website, you are agreeing to comply and be bound by the following terms of service and use. Please review the following terms in their entirety and ensure their comprehension before using and viewing this website.

The terms "us", "we", "our", or "owners" refers to "Birthrate Plus Associates Ltd" and administrative operators of this website, <http://acuity.birthrateplus.co.uk>. "You" refers to the user or viewer of this website.

Copyright

The content in its entirety, including text content, graphics, layouts, and all source code, belong to the owners of the website. This term is protected by intellectual property rights and copyright law. Copying, redistribution, use or publication either for free or for monetary gain is strictly prohibited. Some of the content on the site is the copyrighted and licensed work of third parties.

Terms of Use

The content of this website in its entirety will be updated at intervals.

Unauthorised use of this website or its contents may give rise to a claim for damages and/or be a criminal offence enforceable by local and international law.

If a username and password, or any other access credentials, are provided to you as the end user, it is your responsibility to keep such information confidential.

The owners of the website are not responsible for user-generated content, and not liable for any violations that such content may constitute.

Every effort is made to keep the website up and running smoothly. However, Birthrate Plus[®] Associates Limited takes no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.