

Privacy Policy

This Privacy Policy governs the manner in which Medway Air Ambulance collects, uses, maintains and discloses information collected from users (each, a "User") of the www.medwayair.com website ("Site"). This Privacy Policy applies to the Site and all services offered by Medway Air Ambulance.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, request a quote, fill out a form, and in connection with other activities, services, features, or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, and phone number. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users may, however, visit our Site anonymously. Users can also refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer, and technical information about Users relating to the means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

Our Site may use "cookies" to enhance User experience. A User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. The User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

Medway Air Ambulance may collect and use a User's personal identification information for the following purposes:

To improve customer service

Information you provide helps us respond to your customer service requests and support needs more efficiently.

To improve our Site

We may use feedback you provide to improve our Site and services.

To provide services to the User

We may use the information Users provide about themselves when requesting a quote, requesting a case manager kit, and to perform our obligations with any contract that we may have with the User to provide service under the contract. We do not share this information with outside parties except to the extent necessary to provide the service. We may use the User's phone number and email address to send information and updates pertaining to the services. It may also be used to respond to the User's inquiries, questions, and/or other requests.

Sharing your personal information

We do not sell, trade, or rent a User's personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

How we protect your information

We have implemented procedures and security best practices to help protect the personal information provided to us. This includes, but is not limited to physical, technical, and administrative safeguards to protect the information collected. Unfortunately, the transmission of information via the internet is not completely secure and, although we will take steps to protect your personal identification information, we cannot guarantee the security of your personal identification information transmitted via the Site; any transmission is therefore at your own risk. We urge you to exercise caution when transmitting personal identification information over the internet.

Data retention

We will only retain your personal data for as long as necessary to fulfill the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting, or reporting requirements. To determine the appropriate retention period for your personal data, we will consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your data and whether we can achieve those purposes through other means, and the applicable legal requirements. In some circumstances we may anonymize your personal data so that it can no longer be associated with you, in which case it is no longer personal data. Upon expiration of the applicable retention period, we will securely destroy your personal data in accordance with applicable laws and regulations.

Changes to this privacy policy

Medway Air Ambulance has the discretion to update this Privacy Policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. By using this Site, you acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

CCPA Privacy Rights

If you are viewing this Site from anywhere in California, we would like to make sure you are fully aware of all your data protection rights. Under the CCPA, among other rights, California consumers have the right to:

- Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.
- Request that a business delete any personal data about the consumer that a business has collected.
- Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

If you make such a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

GDPR Data Protection Rights

If you are viewing this Site from anywhere in Europe, we would like to make sure you are fully aware of all your data protection rights. Every User is entitled to the following:

- You have the right to request copies of your personal data. However, we may charge you a small fee for this service.
- You have the right to request that we correct any information you believe is inaccurate.
- You also have the right to request that we complete any information you believe is incomplete.
- You have the right to request that we erase your personal data, under certain conditions.
- You have the right to request that we restrict the processing of your personal data, under certain conditions.
- You have the right to object to our processing of your personal data, under certain conditions.
- You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make such a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

Children's Information

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their children's online activity. If you think that your child provided any personal identification information on our website that is not necessary for the services to be conducted, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

Your acceptance of these terms

By using this Site, you signify your acceptance of this Privacy Policy and the terms of service. If you do not agree to this Privacy Policy, please do not use our Site. Your continued use of the Site following the posting of changes to this Privacy Policy will be deemed your acceptance of those changes.

Data Protection Officer

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

- Medway Air Ambulance
- www.medwayair.com
- 570 Briscoe Blvd
Lawrenceville, GA 30046
- Phone: 800-233-0655
- info@medwayair.com

This document was last updated on August 5, 2022