

## New Privacy & Cookies Policy

### Privacy Policy

This Policy applies between you, the User of this Website and Your IVF abroad Ltd, the owner and provider of this Website. Your IVF abroad Ltd takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which can be found at: <https://www.yourivfabroad.co.uk/terms-conditions>

**Please read this privacy policy carefully.**

### Definitions and interpretation

1. In this privacy policy, the following definitions are used:

<b>Data</b>	collectively all information that you submit to Your IVF abroad Ltd via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
<b>Cookies</b>	a small text file placed on your computer by this Website when you visit certain parts of the Website and /or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below ( <b>Cookies</b> );
<b>Data Protection Laws</b>	means all applicable legislation in force from time to time in the United Kingdom applicable to data protection and privacy including, but not limited to, the UK GDPR; the Data Protection Act 2018 (and regulations made thereunder); and the Privacy and Electronic Communications Regulations 2003 as amended;
<b>UKGDPR</b>	the UK General Data Protection Regulation;
<b>Your IVF abroad Ltd, we or us</b>	Your IVF abroad Ltd, a company incorporated in England and Wales with registered number 12193757 whose registered office is at Your IVF abroad Ltd, Duke House Business Hub, Duke Street. Skipton., North Yorkshire, BD23 2HQ;
<b>UK and EU Cookie Law</b>	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;
<b>User or you</b>	any third party that accesses the Website and is not either (i) employed by Your IVF abroad Ltd and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Your IVF abroad Ltd and accessing the Website in connection with the provision of such services; and
<b>Website</b>	the website that you are currently using, <a href="http://www.yourivfabroad.co.uk">www.yourivfabroad.co.uk</a> and <a href="http://www.yourivfabroad.com">www.yourivfabroad.com</a> , and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this privacy policy, unless the context requires a different interpretation:
- a. the singular includes the plural and vice versa;
  - b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
  - c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
  - d. "including" is understood to mean "including without limitation";
  - e. reference to any statutory provision includes any modification or amendment of it;
  - f. the headings and sub-headings do not form part of this privacy policy.

### **Scope of this privacy policy**

3. This privacy policy applies only to the actions of Your IVF abroad Ltd and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
4. For purposes of the applicable Data Protection Laws, Your IVF abroad Ltd is the "data controller". This means that Your IVF abroad Ltd determines the purposes for which, and the manner in which, your Data is processed.

### **Data collected**

5. We may collect the following Data, which includes personal Data, from you:
- a. name;
  - b. contact Information such as email addresses and telephone numbers;
  - c. medical history and any other information you voluntarily supply on the 'Contact us' form;
- in each case, in accordance with this privacy policy.

### **How and Where Do We Store Your Data**

- 6.
- a. We only keep your Personal Data for as long as We need to in order to use it and/or for as long as We have your permission to keep it.
  - b. We will store some of your Personal Data in the UK. This means that it will be fully protected under the UK's Data Protection Legislation.
  - c. We will store some of your Personal Data within the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your Personal Data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfers of Personal Data to the EEA from the UK are permitted without additional safeguards.
  - d. We may store some or all of your Personal Data in countries outside of the UK and EEA. These are known as "third countries". We will take additional steps in order to ensure that your Personal Data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.

- e. We use the following third-party software and some of your data may be stored on their servers:
- i. Dropbox sign
  - ii. Signwell
  - iii. Gmail and Google Cloud Storage.
  - iv. Wix
  - v. Whatsapp
  - vi. Starling Bank
  - vii. Stripe
  - viii. Thrivecart
- f. Steps We take to secure and protect your data include:
- i. All devices and computers that we store your data on are password protected;
  - ii. All devices and computers that we store your data have anti-virus software and are constantly updated to the most recent operating system; and
  - iii. We only store your data on computers and devices owned by Us. We also use Contractors who may store Our data on their computers, servers and any such cloud storage they may access. We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

## **Data that is given to us by you**

7. Your IVF abroad Ltd will collect your Data in a number of ways, for example:

- a. when you contact us through the Website, by telephone, post, e-mail or through any other means;
- b. when you enter a competition or promotion through a social media channel;
- c. when you elect to receive marketing communications from us;
- d. when you use our services;

in each case, in accordance with this privacy policy.

## **Data that is received from publicly available third parties sources 8.**

We will receive Data about you from the following publicly available third party sources:

- a. Twitter
- b. Instagram
- c. Facebook
- d. Amazon
- E. TikTok
- F. Threads

## **Data that is collected automatically**

9. To the extent that you access the Website, we will collect your Data automatically, for example:
- a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
  - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more
  - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

## **Our use of Data**

10. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
- a. internal record keeping;
  - b. improvement of our products / services;
  - c. transmission by email of marketing materials that may be of interest to you;
  - d. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website;
- in each case, in accordance with this privacy policy.
11. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
12. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
- a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
  - b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
  - c. if you are not satisfied about our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
13. We may use your Data to show you Your IVF abroad Ltd adverts and other content on other websites. If you do not want us to use your data to show you Your IVF abroad Ltd adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

## **Who we share Data with**

14. We may share your Data with the following groups of people for the following reasons:
- a. our employees, agents and/or professional advisors - In order to provide services;
  - b.

third party service providers who provide services to us which require the processing of personal data - In order to provide services;

in each case, in accordance with this privacy policy.

## Keeping Data secure

15. We will use technical and organisational measures to safeguard your Data, for example:
  - a. access to your account is controlled by a password and a user name that is unique to you.
  - b. we store your Data on secure servers.
16. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: [hello@yourivfabroad.co.uk](mailto:hello@yourivfabroad.co.uk).
17. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## Data retention

18. We do not keep your Personal Data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the periods detailed in 19 below (or its retention will be determined on the following bases).
19.
  - i. We will retain your contact details for as long as we contract with you and for 24 months thereafter, with exception of financial information as detailed in iv. below;
  - ii. We will retain your contact details for 24 months if you have enquired about our services thereafter, they will be deleted;
  - iii. If you sign up to Our mailing list, We will retain your personal data for as long as you consent to receive emails from us. You can unsubscribe at any time and We will remove you from Our mailing list and thereafter We will delete your details.
  - iv. will retain your financial information for as long as we contract with you and, thereafter, for the permitted period of time required by law. We will retain your financial information, which could include your name, address and email address, for as long as we contract with you and, thereafter, for the permitted period of time required by law.

## Your rights

20. You have the following rights in relation to your Data:
  - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
  - b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
  - c.

**Right to erase** - the right to request that we delete or remove your Data from our systems.

d.

**Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.

e.

**Right to data portability** - the right to request that we move, copy or transfer your Data.

f.

**Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.

21. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: [hello@yourivfabroad.co.uk](mailto:hello@yourivfabroad.co.uk).

22. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

23. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

## Links to other websites

24. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

## Changes of business ownership and control

25. Your IVF abroad Ltd may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Your IVF abroad Ltd. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

26. We may also disclose Data to a prospective purchaser of our business or any part of it.

27. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

## Cookies

28. This Website may place and access certain Cookies on your computer. Your IVF abroad Ltd uses Cookies to improve your experience of using the Website and to improve our range of services. Your IVF abroad Ltd has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

29. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

30. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Your IVF abroad Ltd to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

31. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

Analytical/performance cookies	They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
Targeting cookies	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

32. You can find a list of Cookies that we use in the Cookies Schedule.

33. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.

34. You can choose to delete Cookies at any time; however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

35. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

36. For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). You will also find details on how to delete cookies from your computer.

## General

37. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

38. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

39. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

40. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

## Changes to this privacy policy

41. Your IVF abroad Ltd reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact Your IVF abroad Ltd by email at [hello@yourivfabroad.co.uk](mailto:hello@yourivfabroad.co.uk).

## Attribution

42. This privacy policy was created using a document from [Rocket Lawyer](https://www.rocketlawyer.com/gb/en) (<https://www.rocketlawyer.com/gb/en>).  
**13 November 2019 and amended on 16th August 2024.**

## Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Strictly necessary

We use the following strictly necessary cookies:

Description of Cookie Purpose	
AWSELB. Expiry - 1 day.	We use this session cookie to distribute traffic to the website on several servers in to optimise response times.
beatSessionId. Expiry - Persistent.	Registers which server-cluster is serving the visitor. This is used in conjunction with load balancing, in order to optimise the user experience.
beatSessionT's. Expiry - Persistent.	Registers which server-cluster is serving the visitor. This is used in conjunction with load balancing, in order to optimise the user experience.
hs. Expiry - Session.	Ensures visitor browsing security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.
JSESSIONID. Expiry - Session.	Preserves users states across page requests.
ssr-caching. Expiry - 1 day.	This cookie is necessary for the cache function. A cache is used by the website too optimise the response time between the visitor and the website. The cache is usually stored on the visitor's browser.
TS#. Expiry - Session.	Unclassified.
XSRF-TOKEN. Expiry - Session.	Ensures visitor browsing security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.

Analytical/performance

We use the following analytical/performance cookies:

Description of Cookie Purpose	
_pinterest_cm. Expiry - 1 year.	Used by Pinterest to track the usage of services.



### Functionality

We use the following functionality cookies:

<b>Description of Cookie Purpose</b>
--------------------------------------

### Targeting

We use the following targeting cookies:

<b>Description of Cookie Purpose</b>	
canShowPopup. Expiry - Session.	Used to determine if the visitor should be presented to pop up advertising content on the website. This also allows the website to detect if adblocker is present in the visitors browser.
svSession. Expiry - 2 years.	Tracks a visitor across all wix.com sites. The information collected can be used to make advertisement more relevant for the visitor.