



# Privacy Notice

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## Who we are

Bio Products Validation Ltd (BPV) was established to offer the best level of validation services within the UK and Ireland life science industry. With a dedicated team of validation engineers and consultants, BPV's team has provided services to the life science industry since 2005.

We cover the whole equipment lifecycle, including Installation Qualification (IQ), Operational Qualification (OQ), Performance Qualification (PQ), development testing, requalification and book-end validation.

## Get in touch

For privacy related enquiries or to exercise your rights, contact:

BPV Ltd  
1, Rillside  
Crawley  
West Sussex  
RH10 6PQ  
Tel: 01293 405147  
Email: [admin@bpvltd.co.uk](mailto:admin@bpvltd.co.uk)

## Types of Personal Data we process:

- Name, email address, phone number, postal address, job role.
- Banking and financial information (for payment and receipt of invoices)
- IP addresses, browser type, device information, access logs
- Marketing & communication data
- Marketing preferences, subscription status, email engagement (opens, clicks).

## Data collected on the BPV Website.

### Information Collected Automatically

We use Google Analytics to understand how visitors interact with our website. This helps us improve our services and user experience. This data is "pseudonymous." It tells us what a browser is doing, but it does not tell us who you are. We do not see your name, home address, or private contact details through Google Analytics.

The following data is collected automatically:

- Technical Device Information

Device Type: (e.g., Mobile, Tablet, Desktop)

Operating System: (e.g., Windows, iOS, Android)

Browser Type: (e.g., Chrome, Safari, Firefox)

Screen Resolution: To ensure our site displays correctly on your device.

- Approximate Location Data

Geographic Origin: We collect data on your City, Region, and Country.

Note on IP Addresses: While Google Analytics uses your IP address to determine your general location, it is anonymised immediately. We do not have access to, nor do we store, your full IP address.

- Usage & Behaviour Data



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**Referral Source:** How you found our website (e.g., via a Google search, a link from another site, or a social media post).

**Pages Visited:** Which specific pages you viewed and how long you spent on them.

**Interaction Data:** Links you clicked, documents downloaded (such as validation whitepapers), and videos watched.

**Site Path:** The sequence of pages you visited during your session.

- **Unique Identifiers (Cookies)**

**Client ID:** Google Analytics assigns a random, unique string of numbers to your browser. This allows the system to recognize you as a "returning visitor" rather than a brand-new user if you visit us again later.

## Information You Provide to Us

If you interact with the site's "Contact Us" forms or inquiry features, the company typically collects:

- **Identity Data:** Full name, Company Name.
- **Contact Data:** Email address, phone number, and company name.
- **Inquiry Details:** Any specific information you provide regarding your validation needs, project requirements, or equipment hire requests
- **Where you heard of us**

## Data Collected Via Third Party Lead Generation Forms (e.g. LinkedIn and Google)

If you interact with the lead generation forms or enquiry forms, the company typically collects:

- **Identity Data:** Full name, Company Name.
- **Contact Data:** Email address, phone number, and company name.
- **Inquiry Details:** Any specific information you provide regarding your validation needs, project requirements, or equipment hire requests. We'll use your information to process your request for information.
- **Marketing Choices:** Any specific information you provide regarding your marketing preferences. We'll use your information to contact you about our services and products.
- **Newsletter and Event Interest:** If you register your interest in an event or newsletter this data will be collected. If interested, we'll use your information to register you to receive our newsletters or contact you about our events.

## How we use Personal Data

We process personal data to:

- Respond to inquiries and fulfil requests submitted through our website or third-party lead forms.
- Update our client database system.
- Maintain service quality, accuracy and security.
- Communicate with clients regarding accounts and services.
- Send marketing emails where permitted by law.
- Meet legal, regulatory and compliance obligations.

## Lawful Bases for Processing

We rely on the following lawful bases under UK GDPR:

- Contractual necessity – to deliver validation services to our clients.



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- Legitimate interests – to operate, improve, and secure our services, provided these interests do not override individual rights.
- Consent – for marketing emails where required.
- Legal obligation – to comply with applicable laws and regulations.

## Marketing Emails

BPV Ltd sends marketing emails in compliance with UK GDPR and PECR

We send marketing emails only where:

- You have explicitly opted in, or
- A soft opt in applies (existing business relationship).

Marketing emails may include service updated promotions, and industry insights.

You may unsubscribe at any time by:

- Clicking the unsubscribe link in any email or
- Contacting us directly using the details below

We do not sell or rent email address to third parties.

## Data Sharing

We may share personal data with:

- Trusted service providers (hosting, security, analytics).
- Trusted third-party advertising and social media platforms (such as LinkedIn) to facilitate lead generation and campaign management. Please note that this information is usually grouped and not tied to a specific individual.
- Trusted email service providers for marketing purposes.
- Legal or regulatory authorities where required by law.

All third parties are required to protect personal data and use it only for specific purposes.

We do not sell data to third parties.

## International Data Transfers

Where personal data is transferred outside the UK or EEA, we ensure appropriate safeguards are in place, including:

- UK Approved standard Contractual clauses.
- Adequacy decisions where applicable.

## Data Retention

We retain personal data only for as long as necessary:

- Marketing data is retained until you unsubscribe or withdraw consent.
- Legal and Financial records are retained as required by law.

## Your Rights

You have the right to:

- Access your personal data.
- Request corrections or deletions.
- Object to processing or restrict use.
- Withdraw consent for marketing any time.
- Lodge a complaint with the UK Information Commissioners Office (ICO).



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## Security Measures

We use appropriate technical and organisational safeguards to protect personal data, including access controls, encryption, and monitoring.