

Medical Emergencies Academy

Privacy Policy (version PP1.01)

This privacy policy governs the manner in which Medical Emergencies Academy collects, uses, maintains and discloses information collected from users of our service. This privacy policy applies to Medical Emergencies Academy and all courses offered by Medical Emergencies Academy.

1) Definitions

- i) The terms “we”, “us”, “our” or “MEA” refers to Medical Emergencies Academy and Dr Andrea Wraith.
- ii) The terms “you”, “your”, “client” or “delegate” refers to the individual/company/organisation using our services.
- iii) The term “Clinic-based” refers to a service that is provided in the clinic of an individual/company/organisation.

2) **Valid date:** This *Privacy Policy* applies from 01.01.26.

3) Personal identification information

We may collect personal identification information from you in a variety of ways, including, but not limited to, when you enquire about or enrol on a course, subscribe to a newsletter, and in connection with other activities, services, features, or resources we make available. We will collect personal identification information from you only if you voluntarily submit such information to us. You can refuse to supply personal identification information but doing so may prevent you from accessing some services or activities. *Please also see our Terms and conditions, section 10, Data Protection.*

4) How we use collected information

MEA may collect and use your personal identification information for the following purposes:

i) To improve customer service

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

ii) To personalise user experience

We may use information in the aggregate to understand how our clients as a group use our services and resources.

iii) To send periodic emails

We may use your email address to send you information and updates pertaining to your booking. Your email address may also be used to respond to inquiries, questions, or other requests made by you.

5) Sharing your personal information

We do not sell, trade, or rent our clients' personal identification information to others.

6) Third party websites

You may find links to other websites in our material (both online and in hard copy). We do not control the content or links that appear on these websites and are not responsible for the practices employed by websites linked to or from us. In addition, these websites or services, including their content and links, may be constantly changing. These websites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to or from us, is subject to that website's own terms and policies.

7) Changes to this Privacy Policy

We have the discretion to update this Privacy Policy at any time. We encourage clients to frequently check this page for any changes. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

8) Your acceptance of these terms

By contacting us and / or enrolling on a course, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not contact us / enrol on a course. Your continued enrolment on an MEA course following the posting of changes to this Privacy Policy will be deemed your acceptance of those changes.

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