



my local surgery[®]

Welcome to My Local Surgery

We are My Local Surgery Ltd (My Local Surgery, we, our or us) and we operate the website www.mylocalsurgery.co.uk (Site) which is an online platform whereby we connect you with third parties who will provide you with healthcare specialist advice, access to next-day medication and to treat conditions that can be dealt with quickly and ultimately save you time whilst freeing up resources and supporting the National Health Service (NHS).

Our address of business is: Old Poultry Shed, Upper Slackstead Farm, Farley Lane, Braishfield, Romsey, Hampshire, SO51 0QL, United Kingdom and our contact details are set out in the “How You & Us Communicate” section of this Policy.

This cookies policy (Policy) contains details of the cookies, pixels and similar tracking and key technologies, collectively (Technologies), on the Site.

This Policy, along with the following additional policies, are the rules governing your rights and obligations on the Site:

[Terms of Use;](#)

[Privacy Policy](#);

[Customer Terms and Conditions](#) (for Site registered customers only); and

Pharmacist and Healthcare Professional Terms and Conditions (for Site registered pharmacists and healthcare professionals only),

(together, the Policies).

What Technologies We Use

Cookies are small data files which are sent from a server to your web browser. They are stored in your browser's cache (which is a place on your device where the browser stores information about the websites you have visited). Cookies allow a website or a third party to recognise your browser. In a simple form there are first-party cookies (those placed by My Local Surgery) and third-party cookies (those placed by parties other than My Local Surgery). Within those categories, there are three main types of cookies:

session cookies: are specific to a particular website visit and carry information as you view different pages so you don't have to re-enter information each time you change pages or attempt to checkout. These cookies expire and delete themselves automatically in a short period of time (e.g. after you leave the site or close down your browser).

persistent cookies: are stored on your browser cache or mobile device until you choose to delete them, otherwise, they

typically delete themselves after a set expiration period (which differs between different cookies).

third-party cookies: are placed by somebody other than My Local Surgery and may gather information about your browsing activity across multiple websites and sessions. They are usually a type of persistent cookie and as such, are stored until you delete them or they expire.

At present the only first-party cookies we use on our Site are session cookies, otherwise we do not use any other types of first-party cookies on our Site, however we do use other similar Technologies as outlined in this Policy. We also use a cookie management tool as part of the Site to enable us to record your consent to the use of the cookies and Technologies outlined in this Policy.

Whilst we do not use any first-party cookies on the Site (other than the session cookies referred to above), third parties may use cookies which we have no control over. These cookies are likely to be analytical, performance and/or targeting cookies.

Why & How We Use Technologies

We use Technologies to recognise if you have logged into the Site, to understand what pages members and visitors are interested in, to make the Site function for you and to help your experience and use of the Site feel more personalised as outlined in the table above in the “What Technologies We Use” section. More generally, we use Technologies for the following reasons:

Service Provision and Performance Enhancement

The Technologies collect information about how people are using our Site, Site functionality (how the Site is working and if it is working properly), speed of the performance of the Site to help us optimise the Site, how our services are used and detecting and gathering reporting on bugs to help the Site work better.

In addition, we may employ transient technologies (such as local stored objects) for Site performance experiments, form information and interactions with the Site.

The Site employs Google Analytics to help understand how the Site is used by its users on its initial landing page, but Google Analytics is not active once a user is logged into their account. For some of the advertising features listed below, like retargeting, data from Google Analytics may be combined with our first-party data and third-party cookies (like Google's advertising cookies) as permitted by My Local Surgery and Google policies respectively. To see how to opt-out of Google Analytics Advertising Features, see the "How You Manage Your Technologies" section of this Policy.

You can find out more information on how Google Analytics works in the Google guide, [here](#).

Marketing services

My Local Surgery partners with third parties who may provide you with advertisements when you use our Site. The third parties may use information about your visits to our Site and other websites that you visit to provide you with advertisements and may use various Technologies to permit

us and them to learn about your interaction with the Site. These may include things such as:

frequency capping: which limits the number of times a user's browser or mobile device displays the same ad.

attribution tracking: which estimates which advertising or marketing source brought someone to our Site or determines which marketing source led to actions such as a visit to the Site or a purchase through it.

crossdevice recognition: which recognises actions by the same user across multiple devices or browsers.

Some third-party service providers may provide information like demographics, cross-device information or interest categories from a combination of sources that, while not identifying you personally, allow us to provide you with more relevant and useful information on the Site. In some cases, this information may be used for non-marketing performance analytics as well.

These Technologies may allow a third-party service provider to recognise your computer, mobile device or network device each time you visit the Site or other websites and mobile applications based on data like a cookie, your IP address, or device ID but do not allow access to other personal information from us or the Site. However, these Technologies may allow us or a third party to recognise you, either from a single device or across devices, over time. These third parties are required to comply with applicable laws, self-regulatory programmes, and any contractual terms in place with My Local Surgery, where applicable. My Local Surgery does not

have control over these third parties, who each have their own privacy policies and privacy practices. You can learn more about how to exercise control and choice over the personal information collected about you in the Third Party Networks section below.

A description of third-party cookies and similar technologies used by My Local Surgery, along with each third party's privacy policy, is as follows:

Name	Use	Privacy policy (URL)
_ga (cookie)	This cookie is used to distinguish unique users and is typically set when a visitor first lands on a website. It expires after 2 years.	https://policies.google.com/privacy
_gid (cookie)	This cookie is used to distinguish users and expires after 24 hours.	https://policies.google.com/privacy
_gat (cookie)	This cookie is used to throttle request rate and is set when a visitor's session is created. It expires after 1 minute.	https://policies.google.com/privacy
_gac (cookie)	This cookie contains campaign-related information for the user. It expires after 90 days.	https://policies.google.com/privacy

Customer Support, Preferences & Communication

Some Technologies are used to remember your account and preferences over time such as keeping you logged in when returning to the Site, maintaining your choices on the Site features and how you would like it to appear (such as remembering your preferred language and country) and customising content that you see on our Site based on how you use the Site.

Security Assurance (Strictly Necessary)

Some Technologies functions are necessary (and vital) to ensuring that the Site works properly for both its registered

users and visitors, such as maintaining the security, safety and integrity of the Site, authentication and logging into the Site (including remembering permissions and consents you have granted).

How You Manage Your Choices

You have the ability to control the use of certain Technologies. You can opt-out of third party marketing cookies and similar technologies via the privacy settings link available at the bottom of most site pages. You can also manage your My Local Surgery marketing preferences in your account settings.

Opt-In/Opt-Out Options | Third Party Networks

If you reject or block all cookies in your browser settings, you will not be able to take advantage of My Local Surgery's services as some cookies are necessary for the Site to properly function.

You can learn more about managing your preferences for ads online, particularly for many third-party advertising networks, through resources made available by the Digital Advertising Alliance at <https://youradchoices.com/control> or the Network Advertising Initiative at <https://optout.networkadvertising.org>.

Opt-In/Opt-Out Options | Browsers

When you access and use the Site via a browser, you can change your web browser's settings to reflect your preferences. Each browser is slightly different, but usually these settings are under the "options" or "preferences" menu. The links below provide information about cookie and similar

technologies settings for the browsers that are supported by the Site:

[Chrome](#)

[Microsoft Edge](#)

[Firefox](#)

[Safari](#)

Opt-In/Opt-Out Options | Google analytics

For Google Analytics Advertising Features, you can opt-out through the [Google Ads Settings](#), Ad settings for mobile apps or any other available means. Google also provides a Google Analytics opt-out plug-in for the web.

Third party tools

Various third parties provide browser plug-ins and apps that can help provide you information on or block third-party cookies, web beacons and some JavaScript based technologies. My Local Surgery cannot vouch for the efficacy of a particular third party product, but popular products that provide these privacy enhancements include [Ghostery](#) and [AdBlock Plus](#). Google provides tools to control use of advertising on its platform. More information can be found in your Google account settings on the Google platform (including in Google's Privacy Centre).

Changes to Cookies Policy

This Policy is subject to change at any time, we will revise the "Last Updated" date at the top of this Policy. By continuing to

use the Site, you acknowledge and agree that you it is your responsibility to review this Policy and we encourage you to do so to stay informed about how we are helping to protect the information we collect. It is your responsibility to be aware of any changes and your continued use of the Site shall constitute your agreement to this Policy and any updates.

If you do not agree to the revised terms, you may discontinue using the services on the Site and the Site itself. If you have any questions about this Policy, please see the “How You & Us Communicate” section below.

How You & Us Communicate

For enquiries related to this Policy, you can reach out to us using the “Contact Us” form available on our Site (<https://mylocalsurgery.co.uk/contact-us>), or through the MLS Chat function on the Site.

For enquiries related to our approach to data protection and privacy you can reach out to us at technical@mylocalsurgery.co.uk. We value open communication and are committed to addressing any concerns or questions you may have regarding our terms.

For queries specifically related to personal data, its processing and usage, users are encouraged to refer to our Privacy Policy.