

CUSTOMER PRIVACY NOTICE

1. Introduction

Brown's ("we"/"us"/"our") is committed to protecting your privacy. This page explains what information we collect about you while you are making use of our services, how we use it and the way we protect it.

Our use of your personal data is subject to your instructions, the EU General Data Protection Regulation ("GDPR"), other relevant Maltese and EU legislation and our professional duty of confidentiality.

2. Controller's contact details

For the purposes of the GDPR, the Data Controller, is:

Brown's Pharma Ltd (C 22952)

Brown's Pharmacies,
Triq I-Industrija,
Qormi,
Malta

Contact us

If you wish to request any clarification or additional information in relation to this privacy policy, or you may wish to exercise any of your rights in relation to your personal data, please send us an email on dpo@brownspharmacy.eu.

3. Key terms

Data Controller	The person that determines the purposes and means of the processing of personal data
Personal data	Any information that directly or indirectly identifies you.
Processing	any operation which is performed on personal data such as collection, storage, use and erasure

4. Personal Data that we collect, may process and what we may use it for

Most of the personal data we collect and process about you is given to us by you directly. This includes all personal information that you provide us with when you use our services.

However, we may also collect personal data about you through our CCTV surveillance which we have installed outside and inside our various premises, including pharmacies and clinics around Malta. Signs are placed throughout our premises to inform you that CCTV is in operation. All images captured by the CCTV System remain the property of Brown's.

We can only use your personal data if we have a lawful reason for doing so. Under data protection laws we may process your personal data if you have given us your consent or it is necessary:

- to comply with a legal obligation, or
- for the performance of a contract, or
- for our legitimate interests.

We process your personal data on the ground of legitimate interest when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below summarily sets out the types of personal data that we may process, what we may use it for and our legal bases, that is our reasons, for processing:

Activity	Personal data we may process	What we may use your personal data for	Our legal bases

<p>Use of our website https://www.browns.pharmacy/</p> <p>Brown's pharmacy mobile app</p>	<p>Your personal details such as your name, address, ID card number, email address and other contact details, purchases, devices information and browsing behaviour</p>	<p>To set up and run your account.</p> <p>To provide you with our products and online shopping services, including processing orders and transactions.</p> <p>To book appointments with us.</p> <p>To respond to your communications with us.</p>	<p>Performance of a contract: It is necessary for us to provide you with the services you require.</p> <p>For our legitimate interests: Responding to your communications with us, including complaints or claims made by you.</p> <p>Performance of a legal obligation In satisfaction of any obligation imposed on us by law.</p> <p>Consent On the basis of the consent that you have provided us, where this is required, such as selecting your marketing preferences.</p>
<p>Pharmacies & Health Clinics</p>	<p>The personal details that you provide about yourself, such as your name, address, contact details, health details, purchases, prescriptions and appointments.</p>	<p>To provide you with our products and services, such as:</p> <ul style="list-style-type: none"> - dispensing medicine; - Pharmacy of Your Choice (POYC) Scheme - standard health checks - taking orders for urgent requests for goods - booking doctors' appointments - covid testing - maintaining your personal medical record. 	<p>Performance of contract It is necessary for us to provide you with the services you require.</p> <p>Performance of a legal obligation To comply with our legal and regulatory obligations.</p> <p>For our legitimate interest To help us run our business effectively and efficiently.</p> <p>Consent To maintain your personal medical record. Note: when we rely on consent you will be provided with a consent form.</p>
<p>Laser Clinic</p>	<p>The personal details that you provide about yourself, such as your name, address, contact details and appointments.</p>	<p>To provide you with our services:</p> <ul style="list-style-type: none"> - appointment booking - patch test - laser hair removal treatment 	<p>Performance of contract It is necessary for us to provide you with the services you require.</p> <p>Performance of a legal obligation To comply with our legal and regulatory obligations.</p> <p>For our legitimate interest To help us run our business effectively and efficiently.</p> <p>Consent To mark your marketing preferences. Note: when we rely on consent you will be provided with a consent form.</p>
<p>Chemotherapy Medication</p>	<p>The personal details that you provide about yourself or another person provides about yourself on your behalf, such as your name, address, contact details and health details.</p>	<p>To provide you with chemotherapy medication</p>	<p>Performance of contract It is necessary for us to provide you with the services you require.</p> <p>Performance of a legal obligation To comply with our legal and regulatory obligations.</p> <p>For our legitimate interest To help us run our business effectively and efficiently.</p>

Telephone Calls	Telephone calls may be recorded. This includes your telephone number and any other personal details you may provide us with during the call.	To respond to your enquiries. For quality and assurance purposes. To return your call if your call was not answered.	For our legitimate interest To help us run our business effectively and efficiently.
CCTV	Images captured through the use of CCTV cameras which are installed inside and outside our premises, including pharmacies and clinics.	Used for security and monitoring purposes, including the security of our customers and employees.	For our legitimate interests: Keeping you and our employees safe by preventing crime and misconduct. Protecting our property from crime. Performance of a legal obligation To comply with any legal obligation to which we are or become subject.
Information provided by other people on your behalf	The personal details about you provided by someone else, such as your name, address, contact details, health details and appointments.	To book a doctor's appointment on your behalf	Performance of contract It is necessary for us to provide you with the services you require. Performance of a legal obligation To comply with our legal and regulatory obligations. For our legitimate interest To help us run our business effectively and efficiently.
Marketing	The personal details that you provide about yourself, such as your name, address, contact details and purchases	To provide you with: - information about new products and services; - new offers, and - other information about us	For our legitimate interest To help us run our business effectively and efficiently. Consent To mark your marketing preferences. Note: when we rely on consent you will be provided with a consent form and you are always given the option to opt out.

Further information on how we process your data at our pharmacies and about your digital experience is provided hereunder.

Brown's Pharmacy and Healthcare Services

As a healthcare provider we are regulated by several laws and regulations. We are also regulated by the Malta Chamber of Pharmacists, Pharmacy Council and the Medicines Authority which set out their codes of practice, policies and guidelines, with which we need to comply. For example, in terms of data collection we are legally obliged to retain your doctors' prescriptions as well as to take your details upon dispensing emergency contraception medicinal products, generally referred to as the morning after pill.

In providing the POYC Scheme, we comply with any guidance issued by the Ministry for Health. In providing you such service, we do not directly collect or store your personal data, it is the Pharmacy of Your Choice Unit within the Ministry for Health that holds your personal data and processes it in terms of its own Data Protection and Retention Policy, which may be accessed here. In providing you with the POYC services, we access your personal data from the POYC system to enable us to dispense your prescription in fulfilment of our requirements to you and the Ministry of Health.

When you make use of our health check-up services, we do not keep a copy of your health results or personal medical record unless you have provided us with your consent. In that case, we process your medical record on a need-to-know basis, for example when dispensing your prescriptions. We may also use your personal medical

record to let you know about other services we may offer that may be useful and relevant to you when you visit our pharmacy, for example one of our pharmacists may inform you whether you would like to take advantage of a service we may be offering.

Customer analytics

We carry out analytics on anonymised data about the type of customers that visit our pharmacies and clinics, which enables us to understand how our business is operating so we may develop our products and services and ultimately provide you with an ameliorated service. It is important to note that such data is anonymous and therefore is not linked to you and you cannot be identified from it.

Your digital experience

Website

A cookie is a small file that contains certain data such as the site's name and unique user ID and is downloaded to and stored on your device when you visit a website. Cookies are generally used to make websites work more efficiently and enable website owners to gather information about the use of their website.

There are a number of different types of cookies, for further information, including the types of cookies we use on our website, please access our Cookie Policy.

You are given the option to choose your cookie preferences upon your first visit on our website, you may change your setting any time by clicking here.

Mobile App

We also collect and process data from our Brown's pharmacy mobile app. We use Firebase Analytics which helps us monitor the functioning of our app and determine any issues that may arise.

5. Third Party Websites

Our website contains links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check their privacy policies, particularly before providing any data to them.

6. Who do we share your data with

We will share your personal data internally with the relevant staff at Brown's and our group companies and solely on a need-to-know basis. We do not share your data with third parties, except with the following persons and in the indicated circumstances:

- i. **service providers** - we may disclose your personal data to third party service providers that provide us with services. These include cloud storage providers, IT service and website hosting providers, payment providers, chemotherapy suppliers, consultants and our legal service providers.
- ii. **other third parties** - where necessary and as required. These include entities such as the Malta Chamber of Pharmacies, particularly in relation to the dispensing of emergency contraception medicinal products and Government Departments and Agencies in for example reporting of covid testing results. We may also share CCTV footage with insurance companies throughout the investigation of a claim and to protect our interests, however we will blur parts of the footage so as not to share personal data.
- iii. We may also disclose your personal data in response to any requests made from law enforcement agencies, government entities or public authorities, to comply with court orders, to obtain legal remedies and/or limit our damages, to protect your rights as well as our rights and the rights of our employees and where we deem necessary or appropriate under applicable laws and regulations.

We may also share your personal data with other parties in the event of a corporate reorganisation and/or disposition of our business, such as potential buyers of all or part of our business.

7. Where your personal data is held

We hold your personal data at our offices in both physical (e.g. prescriptions) and digital (e.g. patient medical record) form and those of our third-party service providers as described in clause 3 above. Some of these service providers may be located outside the EEA. Any such transfers will be processed in accordance with specific EU and Maltese data protection laws as also provided in clause 5 below.

8. Transfers of your personal data outside the EEA

Transfers of personal data outside the EEA are subject to specific EU and Maltese data protection laws.

9. Personal Data retention period

We retain your personal data for as long as necessary unless a longer retention period is required (e.g. to be able to respond to any questions, complaints or claims made by you or on your behalf) or permitted by law. Moreover, we will not collect more data than we require.

For more information with respect to our data retention periods, please [click here](#).

10. Your rights with respect to your Personal Data

You have the following rights if you reside in the EU:

Right of Access

The right to access and be provided with a copy of your personal data.

Right to Rectification

The right to require us to correct any inaccurate personal data about you.

Right to be forgotten

The right to require us to delete your personal data in certain circumstances.

Right to restriction of processing

The right to require us to restrict processing your personal data in certain circumstances.

Right to data portability

The right to receive your personal data which you provided to us, in a structured, commonly used and machine-readable format and the right to transmit that data to another data controller in certain circumstances.

Right to object

The right to object to the processing of your personal data in certain circumstances which include processing for direct marketing purposes and continued processing of your data carried out for the purpose of our legitimate interests.

Right not to be subject to automated processing

The right not to be subject to a decision based solely on automated processing, including profiling, that produces legal effects concerning you or significantly affects you.

Should you require any further information on each of the above rights or would like to exercise any of them, please contact us on dpo@brownspharmacy.eu.

11. Protecting your Personal Data

We have implemented security measures to protect your personal data that we store about you from being used or accessed unlawfully or accidentally lost. We only grant access to your personal data to those persons who have a genuine need to access it. Those processing your personal data are subject to the duty of confidentiality.

12. Complaints

We would like to resolve any concern that you may have about the processing of your personal data directly with you. However, you have the right to lodge a complaint with the Office of the Information and Data Protection Commissioner which may be contacted at <https://idpc.org.mt/en/Pages/contact/complaints.aspx>.

13. Changes to this Privacy Notice

We review this Privacy Notice on a regular basis and may consequently update it when required, so we recommend that you check it, from time to time. If we make any material changes that may affect you, we will promptly provide you with a clear notice.

Last updated in August 2022