



Prehospital, Resuscitation, and
Emergency Medicine Education

Privacy Policy

Effective from: 9th September 2022

Review date: 31st August 2024

Version: 1.0

Author(s): Silas Houghton Budd

PREMED Ltd ("PREMED", "we", "us") is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and share your information when you:

- access our learning platform
- purchase or enrol in a course
- are enrolled through corporate onboarding
- interact with our website
- receive service or marketing communications

PREMED Ltd (Company no. 14252252) is the **Data Controller**.

1. Data We Collect

1.1 Account & Identity Data

- First name, last name
- Email address
- Organisation (if applicable)
- Account password (encrypted – we cannot view it)

1.2 Course & Learning Data

- Courses purchased or assigned
- Progress and completion records
- Assessment results
- Certificates issued
- CPD audit records (where required)

1.3 Communication Preferences

- Marketing consent
- Email subscription preferences
- Support enquiries
- Email interaction events (open/click where consented or soft opt-in applies)

1.4 Payment Data

Processed securely by Stripe.

PREMED never receives or stores payment card information.

1.5 Technical Data

- IP address
- Device and browser type
- Usage statistics
- Cookies (see Cookie Policy)

2. How We Collect Data

We collect data when you:

- create a PREMED account
- enrol in or are assigned a course
- complete onboarding forms
- contact us by email or via the platform
- use the PREMED learning platform (hosted by Thinkific)
- visit our website

Some data is collected automatically (e.g., IP address, device information).

3. How We Use Your Data

3.1 To Deliver Our Services (Contractual necessity)

- create and manage your account
- enrol you in courses
- track learning progress
- issue certificates
- provide CPD audit evidence where required
- provide user support

3.2 To Send Essential Service Emails (Contractual necessity)

These include:

- account creation and access
- password resets
- course access and expiry notifications
- certificates
- essential service or safety updates

You cannot opt out of essential service emails.

3.3 Marketing Communications (Consent or Soft Opt-In)

We send marketing only where:

- you have opted in, **or**
- you purchased a course from us and soft opt-in applies.

You may withdraw consent at any time.

3.4 Analytics & Platform Functionality (Legitimate interests)

- monitoring platform performance
- improving content and services
- identifying and resolving issues
- detecting misuse or unauthorised access

Our legitimate interests are balanced against your rights.

4. Lawful Bases for Processing

We process personal data under:

- **Article 6(1)(b)** – performance of contract (delivery of courses, account management)
- **Article 6(1)(a)** – consent (marketing)
- **Article 6(1)(f)** – legitimate interests (platform analytics, fraud prevention, security)
- **Article 6(1)(c)** – legal obligations (tax records, CPD audit evidence)

PREMED does **not** process special category data.

5. Our Data Processors

We use trusted third-party processors who act under our instructions:

5.1 Thinkific (Learning Platform)

- Stores account data, progression, assessment results and certificates
- Data hosted in Canada (covered by UK adequacy regulations)
- Processes data strictly under PREMED's instructions

5.2 Stripe (Payments)

- Processes payments securely
- PREMED never sees or stores full card details

5.3 Brevo (Marketing & Email Automation)

- Sends marketing emails and stores subscription preferences

5.4 Zapier (Automation)

- Transfers corporate onboarding data to Thinkific
- Data retained for up to 69 days in activity logs

5.5 Google (Forms / Workspace)

- Used for onboarding and support enquiries
- Storage within the UK/EU where possible

5.6 Microsoft 365 (Email & Documents)

- Secure email and file storage

We do **not** sell personal data or share it with third parties for advertising.

6. Data Retention

We retain personal data only for as long as necessary:

- **Learner accounts:** retained until you request deletion (no automatic expiry)
- **Course completion records:** 6 years (CPD / audit requirements)
- **Corporate onboarding forms:** deleted once enrolment is validated
- **Marketing records:** retained until consent is withdrawn
- **Financial records:** 6 years (legal obligation)

You may request deletion at any time unless we are required to retain certain data for legal purposes.

7. International Transfers

Some processors store data outside the UK.

Where this occurs, data is protected by:

- UK adequacy regulations (including Canada)
- Standard Contractual Clauses
- Encryption and access controls
- Obligations in processor contracts

We ensure all transfers comply with UK GDPR Chapter V.

8. Your Data Protection Rights

Under the UK GDPR, you have the right to:

- **Access** – request a copy of your data
- **Rectification** – correct inaccurate data
- **Erasure** – request deletion (where legally permitted)
- **Restriction** – limit processing
- **Objection** – to certain processing
- **Data portability** – receive a machine-readable copy
- **Withdraw consent** – at any time (for marketing)

We respond within one month.

Contact: **sales@prem-ed.com**

9. Marketing Opt-In & Opt-Out

You may withdraw consent at any time by:

- clicking “unsubscribe” in any email
- emailing **sales@prem-ed.com**

Withdrawal does not affect processing carried out before withdrawal.

10. Cookies

Details of cookies used on our site and learning platform are provided in our Cookie Policy.

Thinkific also sets essential cookies required for platform operation.

11. Security

We implement appropriate technical and organisational measures, including:

- encrypted connections (HTTPS)
- secure password hashing
- administrator multi-factor authentication
- access controls and least-privilege principles
- regular security and access reviews

12. Children

Our Services are not intended for individuals under 18.

We do not knowingly collect children’s data.

13. Changes to This Policy

We may update this Privacy Policy periodically.
Updated versions will be posted on our website and platform.

Last updated: **28 November 2025**.

14. Contact Us

PREMED Ltd
20-22 Wenlock Road
London, N1 7GU
United Kingdom

Email: sales@prem-ed.com
Website: www.prem-ed.com

15. Contacting the ICO

If you are not satisfied with how we handle your data, you may contact the Information Commissioner's Office (ICO):

<https://ico.org.uk/make-a-complaint/>

Silas Houghton Budd
– Managing Director

