**PUBLIC**

# Sarvas Health Ltd
# External Privacy Notice

# Contents


1. Who we are and what we do ..... 3
2. Purpose of this privacy notice ..... 3
3. Who this privacy notice applies to ..... 3
4. What Personal Data is ..... 3
5. Personal Data we collect ..... 4
6. How we collect your Personal Data ..... 4
7. Purposes, lawful bases and retention periods ..... 4
8. Sharing your Personal Data ..... 5
9. International Transfers ..... 5
10. Marketing Communications ..... 5
11. Automated Decision-Making & AI ..... 5
12. How long we keep your Personal Data ..... 5
13. Your rights ..... 6
14. Complaints ..... 7
15. How to contact us and our Data Protection Officer ..... 7
16. Changes to this privacy notice ..... 7

# Sarvas Health Ltd

## External Privacy Notice

Last Updated: 27/10/2026

## 1. Who we are and what we do

**Who we are**

We are Sarvas Health Ltd ("Sarvas", "us", "we", "our"). We are a limited company registered in England and Wales under registration reference 15702896 and we have our registered office at Renold Building, 81 Sackville Street, Manchester, England, M1 3NJ. We are registered with the UK supervisory authority, Information Commission's Office ("ICO"), in relation to our processing of Personal Data under registration reference ZC09637.

**What we do**

Sarvas Health provides AI-powered health data analysis services to healthcare organisations. Where we process patient information on behalf of a healthcare provider, we act as a data processor. In these circumstances, the healthcare provider remains the data controller and determines the purposes and means of processing. Individuals should refer to the Privacy Notice of their healthcare provider for privacy information.

## 2. Purpose of this privacy notice

The purpose of this privacy notice is to explain what Personal Data we collect about you as a data controller, and how we process it. This privacy notice also explains your rights, so please read it carefully. If you have any questions or you wish to make a complaint, you can contact us using the information provided below under the 'How to contact us' section.

## 3. Who this privacy notice applies to

This privacy notice applies to you if:

1. You visit our website
2. You enquire about our products and/or services
3. You sign up to receive newsletters and/or other promotional communications from us

## 4. What Personal Data is

'Personal Data' means any information from which someone can be identified either directly or indirectly. For example, you can be identified by your name or an online identifier.

## 5. Personal Data we collect

The type of Personal Data we collect about you will depend on our relationship with you, but it will typically include your full name and contact information. For more in-depth information around what personal data we collect from you and why, see section 7.

## 6. How we collect your Personal Data

We collect most of the Personal Data directly from you by telephone, email and/or via our website contact forms.

However, we may also collect your Personal Data from third parties such as:

- reputable companies who provide lead generation contact lists
- others to whom you have provided consent
- publicly available sources such as social media platforms

## 7. Purposes, lawful bases and retention periods

We will only use your Personal Data when the law allows. Most commonly, we will use your Personal Data in the following circumstances:

| **Categories of individuals** | **Categories of Personal Data** | **Purpose of Processing** | **Lawful Basis** |
|---|---|---|---|
| Website visitors | IP address, Browser type and version, Device information, Date and time of access, Website usage information, Cookies and similar technologies (where applicable) | To operate, secure and improve the website | Legitimate Interests & Consent (for non-essential cookies) |
| Website Enquirers | Name, organisation, email address, phone number, enquiry details and correspondence | To respond to enquiries, requests for information and other communications submitted via the website | Legitimate interests and/or Contract (where applicable) |
| Business Contacts | Name, contact details, Copies of correspondence, Internal notes relating to the enquiry | To keep records of communications, deal with follow-up enquiries and demonstrate business records where necessary | Legitimate Interests |

Where Personal Data is processed because it is necessary for the performance of a contract to which you are a party, we will be unable to provide our services without the required information.

## 8. Sharing your Personal Data

We may share your Personal Data with our carefully selected third parties, including:

- Website hosting providers
- Email service providers
- Analytics providers

## 9. International Transfers

Your Personal Data may be processed outside of the UK. This is because some of the organisations we use to provide our services to you are based outside the UK.

We have taken appropriate steps to ensure that when your Personal Data is processed in a country outside the UK, it does not have a materially lower level of protection than that guaranteed in the UK. We do this by ensuring that:

- Your Personal Data is only processed in a country which the Secretary of State has confirmed has an adequate level of protection (an adequacy regulation), or
- We enter into an International Data Transfer Agreement ("IDTA") with the receiving organisation and adopt supplementary measures, where necessary.
- When transferring your Personal Data to America, we may rely on EU-US Data Privacy Framework (DPF) with the UK Extension.

## 10. Marketing Communications

From time to time, with your consent we may use your information to contact you with details about our products and services which we feel may be of interest to you. You have the right at any time to stop us from contacting you for marketing purposes. If you wish to exercise these rights, you can do so by following the 'unsubscribe' link on any emails received or contacting us at privacy@sarvas.co.uk .

## 11. Automated Decision-Making & AI

We do not make any decisions about you based solely on automated decisions. We use AI in line with our internal policies and procedures (including human oversight where applicable). For example, we use AI as part of the nature of our business.

## 12. How long we keep your Personal Data

We keep personal data only for as long as necessary to fulfil the purposes for which it was collected, including responding to enquiries, maintaining appropriate business records, meeting legal and regulatory requirements, and protecting our legal rights.

The length of time we retain personal data will depend on the nature of the information and the purpose for which it is processed. When personal data is no longer required, we will securely delete or anonymise it.

If you would like more information about how long we retain your personal data, please contact us using the details provided in this Privacy Notice.

## 13. Your rights

You have certain rights in relation to the processing of your Personal Data, including to:

- **Right to be informed**
  You have the right to know what personal data we collect about you, how we use it, for what purpose and in accordance with which lawful basis, who we share it with and how long we keep it. We use our privacy notice to explain this.
- **Right of access** (commonly known as a "Subject Access Request")
  You have the right to receive a copy of the Personal Data we hold about you.
- **Right to rectification**
  You have the right to have any incomplete or inaccurate information we hold about you corrected.
- **Right to erasure** (commonly known as the right to be forgotten)
  You have the right to ask us to delete your Personal Data.
- **Right to object to processing**
  You have the right to object to us processing your Personal Data. If you object to us using your Personal Data for marketing purposes, we will stop sending you marketing material.
- **Right to restrict processing**
  You have the right to restrict our use of your Personal Data. This means that you can ask us to suspend the processing of your Personal Data, in certain circumstances, such as where you contest the accuracy of your Personal Data.
- **Right to portability**
  You have the right to ask us to transfer your Personal Data to another party.
- **Automated decision-making.** You have the right not to be subject to a decision based solely on automated processing which will significantly affect you.
- **Right to withdraw consent**
  If you have provided your consent for us to process your Personal Data for a specific purpose, you have the right to withdraw your consent at any time. If you do withdraw your consent, we will no longer process your information for the purpose(s) you originally agreed to, unless we are permitted by law to do so.

**How to exercise your rights**

You will not usually need to pay a fee to exercise any of the above rights. However, we may charge a reasonable fee if your request is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

If you wish to exercise your rights, you may contact us using the details set out below within the section called 'How to contact us and our Data Protection Officer'. We may need to request specific information from you to confirm your identity before we can process your request. Once in receipt of this, we will process your request without undue delay and within one month. In some cases, such as with complex requests, it may take us longer than this and, if so, we will keep you updated.

## 14. Complaints

You have the right to complain if you consider that we have not complied with the data protection law when handling your Personal Data. We will acknowledge receipt of your complaint within 30 days, investigate the matter without undue delay, and keep you informed of the progress and outcome. If you wish to complain please use the contact details given below under "How to contact us". We will do our best to resolve the matter.

If you are not satisfied with the outcome of your complaint, you can complain with the relevant supervisory authority. The supervisory authority in the UK is the Information Commission who can be contacted online at: Contact us | ICO**,** or by telephone on 0303 123 1113

## 15. How to contact us and our Data Protection Officer

If you wish to contact us or our Data Protection Officer in relation to this privacy notice or if you wish to exercise any of your rights outlined above, please contact us as follows:

Sarvas Health Ltd
Renold Building
81 Sackville Street
Manchester
England
M1 3NJ
privacy@sarvas.co.uk

## 16. Changes to this privacy notice

We may update this notice (and any supplemental privacy notice), from time to time as shown below.

Last modified 27/10/26.

You can contact us for previous versions of this Privacy Notice using the details above.