TalarMade Privacy and Cookie Policy

1. Who we are

TalarMade Ltd ("TalarMade", "we", "us", "our") is the controller of the personal data described in this policy. We design, manufacture, source and supply orthotic and pressure care medical devices, and provide orthotic clinical services, education and training to the NHS, private healthcare providers and the public.

This policy explains how we handle personal data when you use talarmade.com: browsing, buying, registering as a healthcare professional, referring yourself or a patient to our clinic, booking an appointment, joining our KinetiX prescriber directory, chatting with us or contacting us. It also covers how we deal with you offline as a customer, patient, healthcare professional, supplier or partner.

Our details

- TalarMade Ltd, Edinburgh House, Millennium Way, Dunston Technology Park, Chesterfield, Derbyshire, S41 8ND, United Kingdom
- Registered in England and Wales, company number 04575555
- ICO registration number: ZA340414
- Data protection contact: our Data Protection Lead, at **dataprotection@talarmade.com**, by phone on 01246 268 456, or by post to the address above marked "Data Protection"

Other TalarMade notices

- Employees, workers, contractors and job applicants: see our Employee-Facing Privacy Notice, available on request or when you apply.
- Where we provide orthotic services under an NHS contract, the NHS organisation is usually the controller of your clinical record and its own privacy notice applies.

2. The personal data we collect

What we hold depends on how you deal with us. We collect most of it directly from you; the rest comes from your use of our website or from the third parties named below.

If you…	We may collect	Where it comes from
Visit our website	IP address, device and browser type, pages viewed, how you arrived, and which forms you use	Your device, through cookies and similar technologies (see section 8)
Buy from us or open a customer account	Name, delivery and billing address, email, phone, order history, login details	You; Stripe confirms payment (we never see your full card number)

If you…	We may collect	Where it comes from
Claim VAT relief at checkout	Your eligibility declaration, which for disability relief includes the condition that qualifies you, or the charity's details. We store declarations securely, retain them for the period the law requires and use them only to confirm your eligibility.	You
Register as a healthcare professional	Name, profession, job title, organisation, HCPC number, sector, work address, email, phone, login details, and which resources and onboarding steps you open or complete	You, and your use of our site
Join our KinetiX approved prescriber directory	Name, email, company, phone, website and practice address	You; these details are shown publicly on our prescriber map
Refer yourself to our clinic	Name, title, date of birth, address, phone, email, preferred contact method, and details of your pain or symptoms: where, how long, how it started and whether you have had it before	You
Are referred to our clinic by a clinician	Name, date of birth, address, phone, email, diagnosis, relevant medical history and treatment goals	The clinician referring you, with your agreement
Refer a patient as a clinician	Your name, speciality, practice name and address, and preferred contact method	You
Book a clinic appointment	Name, email, phone and appointment details	You, through Calendly
Attend our clinic	Clinical assessment and treatment records, including measurements, images and gait or biomechanical data, held securely in our clinical records system, Cliniko	You and our clinicians
Contact us, chat with us or ask for advice	Name, email, phone, address, and for professionals your job title, organisation and sector, plus your message and any health details you choose to share	You, through our contact forms, web chat, email or phone
Sign up for our newsletter	Name, email and your marketing preferences	You
Book a course or event	Name, contact and employer details, booking and payment details, and any dietary or access needs	You or your employer

If you…	We may collect	Where it comes from
Report a problem with a product	Contact details, product and batch details, what happened, and any relevant health information	You, a clinician, a distributor or a regulator
Supply, distribute or partner with us	Contact names, job titles, work contact details, contract and payment details	You and your organisation
Apply for a job	See our Employee-Facing Privacy Notice	You, referees, recruitment agencies

Our website is intended for adults. Where a product or clinic appointment is for a child, a parent, guardian or the child's clinician should contact us, make the purchase or complete the referral on the child's behalf.

3. How we use your data and our lawful basis

We only use personal data where UK data protection law gives us a lawful basis. The table sets out each purpose and the basis we rely on.

Purpose	Lawful basis (UK GDPR Article 6)
Processing orders, deliveries, returns, warranty claims and payments	Contract with you, or steps you ask us to take before one
Running your customer or healthcare professional account	Contract
Checking healthcare professional registrations and giving access to professional resources, custom orthoses ordering and onboarding	Contract; legitimate interests in making sure professional-only content and products reach qualified professionals
Confirming your eligibility for VAT relief and keeping the evidence HMRC requires (declarations are used for nothing else)	Legal obligation
Triaging referrals, booking appointments, and assessing and treating clinic patients	Contract with you, or steps you ask us to take before one
Sending assessment or treatment reports to the clinician who referred you	Legitimate interests in continuity of care; we will tell you before we do so
Publishing your details in the KinetiX approved prescriber directory	Consent; you can ask to be removed at any time
Answering enquiries, web chats, and requests for quotes, samples or demonstrations	Legitimate interests in responding to the people who contact us; contract where it leads to a sale

Purpose	Lawful basis (UK GDPR Article 6)
Booking and running courses, events and training	Contract
Recording and investigating product complaints and adverse incidents, and reporting them to the MHRA and other regulators	Legal obligation under medical device regulations; legitimate interests in product safety
Keeping financial, tax and company records	Legal obligation
Managing supplier, distributor, NHS and partner relationships, including tenders	Contract; legitimate interests in running our business
Sending our newsletter and other marketing	Consent, or for existing customers and business contacts our legitimate interests (see section 4)
Measuring how our website is used and how well our LinkedIn advertising works	Consent, given through our cookie banner
Keeping our website, systems and premises secure, and preventing fraud	Legitimate interests; legal obligation where applicable
Establishing, exercising or defending legal claims	Legitimate interests

Where we rely on legitimate interests, we have weighed our interests against your rights. You can ask us for details of that assessment.

Health information

Health information is special category data and needs an extra condition under Article 9 of the UK GDPR. We rely on:

- **Provision of health care** (Article 9(2)(h) and the Data Protection Act 2018, Schedule 1, paragraph 2), when we triage referrals and our clinicians assess or treat you. Our clinicians are bound by a duty of confidentiality.
- **Your explicit consent**, where you choose to tell us about a condition when asking about a product or chatting with us, and when you declare a qualifying condition to claim VAT relief. You can withdraw consent at any time, although we must still keep VAT records the law requires.
- **Public interest in public health** (Article 9(2)(i) and Schedule 1, paragraph 3), when we investigate and report incidents to keep medical devices safe.
- **Legal claims** (Article 9(2)(f)), where needed.

If a clinician refers you, they should tell you first and share only what we need to see you. We will contact you to confirm you want an appointment.

We do not make decisions about you using solely automated means that have legal or similarly significant effects.

4. Marketing

We send marketing about our products, clinical evidence, training and events, and you can stop it at any time.

- **Newsletter:** if you tick the newsletter box on a contact form or sign up another way, we will email you our newsletter until you unsubscribe.
- **Individual customers:** we email or text you only if you have opted in, or if you bought from us and did not opt out of hearing about similar products when we collected your details.
- **Business contacts** (for example NHS, care home and clinic staff at their work address): we may email you about products and training relevant to your role, based on our legitimate interests. Every message lets you opt out.
- **Post and phone:** we may contact business customers this way; we will not call a number registered with the Telephone or Corporate Telephone Preference Service unless you have told us we can.
- **Online advertising:** if you accept marketing cookies, LinkedIn may use your visit to show you TalarMade adverts and tell us how well they work. See section 8.

We will not use what you tell us in a clinic referral or about your health to send you marketing.

To unsubscribe, use the link in any email, update your account preferences, or email dataprotection@talarmade.com. We will keep a record that you have opted out so we do not contact you again.

We do not sell your personal data, and we do not share it with other organisations for their own marketing.

5. Who we share your data with

We share personal data only where needed for the purposes in section 3, and our service providers may use it only on our instructions.

- **Service providers acting for us:** our host IONOS, Stripe (payments), Calendly (appointment booking), Cliniko (our clinical records system), Transpond (email newsletters and web chat), Google (website analytics), couriers, Microsoft (our secure Outlook email and IT services, where website form submissions are received), and professional advisers.
- **Clinicians involved in your care:** if you were referred to our clinic, we may send assessment or treatment reports to the clinician who referred you. We share clinical information with others, such as your GP, only with your agreement or where the law requires it.
- **The public:** if you join our KinetiX approved prescriber directory, your name, practice, contact details and location are shown on our website.
- **Healthcare and NHS bodies:** where we supply or provide services to them, or where you or your clinician ask us to.
- **Advertising platforms:** if you accept marketing cookies, LinkedIn receives information about your visit (see section 8).
- **Manufacturers and brand partners:** when investigating a complaint or incident about a product they make, sharing only what is needed.

- **Regulators and authorities:** the MHRA, HMRC, the ICO, police or courts, where the law requires or allows it.
- **Distributors:** for international orders, so your order can be fulfilled.
- **A buyer or investor:** if our business, or part of it, is sold or restructured, under confidentiality terms.

International transfers

Some of our providers, including Calendly, Cliniko, Google, LinkedIn and Stripe, may process data outside the UK, mainly in the United States or the European Economic Area. Where they do, we make sure the transfer is lawful, for example because the country is covered by UK adequacy regulations (such as the EEA, or US organisations certified to the UK Extension to the EU-US Data Privacy Framework), or because we use the ICO's International Data Transfer Agreement or Addendum. Contact us for details of the safeguards used.

6. How long we keep data and how we protect it

We keep personal data only as long as we need it for the purpose we collected it, or as the law requires. Our usual retention periods are set out below.

Record	Kept for
Orders, invoices and other financial records	6 years after the end of the financial year they relate to
VAT relief declarations	6 years, as HMRC requires
Customer and healthcare professional accounts	While the account is active, then 2 years after last use
KinetiX prescriber directory listing	Until you ask to be removed, or we learn you no longer prescribe KinetiX
Clinic referrals that do not lead to an appointment	2 years after the referral
Clinical records	In line with the NHS Records Management Code of Practice: for adults, 8 years after last treatment; for children, until their 25th birthday (or 26th if they were 17 at the end of treatment)
General enquiries and web chat transcripts	2 years after our last contact
Product complaint and incident records	At least 10 years after the product was last placed on the market, in line with medical device requirements
Course and event bookings	3 years after the event, longer if a certificate of attendance must be verified

Record	Kept for
Marketing preferences	Until you opt out; we then keep a minimal suppression record
Website analytics data	14 months

Security

We use technical and organisational measures to protect personal data, including encrypted connections on our website, access controls limited to staff who need the data, staff training and supplier checks. If a personal data breach happens, we follow our Data Breach Policy: we contain and investigate it, report it to the ICO within 72 hours where it poses a risk to people, and tell you without undue delay if it poses a high risk to you.

7. Your rights and how to complain

You have rights over your personal data, and you can use them free of charge by emailing **dataprotection@talarmade.com** or writing to us.

- **Access:** get a copy of your data.
- **Rectification:** have inaccurate or incomplete data corrected.
- **Erasure:** have data deleted where we no longer have a reason to keep it.
- **Restriction:** limit how we use your data while a concern is resolved.
- **Objection:** object to processing based on legitimate interests, and to direct marketing at any time.
- **Portability:** receive data you gave us in a machine-readable format, where processing is by consent or contract and automated.
- **Withdraw consent:** where we rely on consent, without affecting earlier use.

We respond within one month. For complex or multiple requests we may extend this by up to two further months and will tell you why. We may ask you to confirm your identity first, and the response period starts once we have that. If a request is manifestly unfounded or excessive, we may charge a reasonable fee or refuse it, and will explain why. If someone asks on your behalf, we need your written authority.

Complaining to us

If you are unhappy with how we have handled your personal data, please complain to us first at dataprotection@talarmade.com. We will acknowledge your complaint within 30 days, investigate it without undue delay, keep you updated and tell you the outcome.

Complaining to the regulator

You can also complain to the UK data protection regulator, the Information Commission (formerly the Information Commissioner's Office and still known as the ICO), or any body that takes over its role: ico.org.uk/make-a-complaint, 0303 123 1113. The ICO will usually expect you to have raised it with us first.

8. Cookies and similar technologies

Cookies are small text files saved on your device when you visit a website. Similar technologies include pixels, tags and local storage; we call them all "cookies" here. Some are set by us and some by other organisations, such as Google or LinkedIn, through our site.

How we use them

We use three groups of cookies. The first is always on because the site needs it; we only use the other two if you agree through our cookie banner.

- **Strictly necessary (always on):** keep your basket, login and checkout working, process payments securely through Stripe, protect the site, and remember your cookie choices.
- **Analytics (off unless you accept):** tell us how visitors use the site, which forms are used and how people found us, using Google Analytics and WooCommerce. Until you accept, Google Analytics sends only a basic page count that sets no cookies on your device.
- **Marketing and embedded content (off unless you accept):** set by LinkedIn to measure and target our adverts, by our email and chat provider Transpond, and by embedded Vimeo videos and Trustpilot reviews. These may track you across other websites. Some videos may not play until you allow them.

The cookies we use

Effective date: November 18, 2026

Last updated: November 18, 2026

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
elementor	Never Expires	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.
wpEmojiSettingsSupports	session	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.
cookieyes-*	1 year	CookieYes sets this cookie for consent solution management.
wp_woocommerce_session_*	2 days	WooCommerce sets this cookie to make a unique code for each customer so that it knows where to find the cart data in the database for each one.

VISITOR_PRIVACY_METADATA	6 months	YouTube sets this cookie to store the user's cookie consent state for the current domain.
m	1 year 1 month 4 days	Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.
__stripe_mid	1 year	Stripe sets this cookie to set a unique session identifier to recognize users across sessions.
__stripe_sid	1 hour	Stripe sets this cookie to set a unique session identifier for a single session.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
smp_paymentservices	1 day	Description is currently not available.
li_gc	6 months	Linkedin set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.
lidc	1 day	LinkedIn sets the lidc cookie to facilitate data center selection.
VISITOR_INFO1_LIVE	6 months	A cookie set by YouTube to measure bandwidth that determines whether the user gets the new or old player interface.

ytidb::LAST_RESULT_ENTRY_KEY	Never Expires	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
mpz	1 year 1 month 4 days	Description is currently not available.
vuid	1 year 1 month 4 days	Vimeo installs this cookie to collect tracking information by setting a unique ID to embed videos on the website.
sbjs_migrations	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
sbjs_current_add	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
sbjs_first	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.

_add		
sbjs_current	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
sbjs_first	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
sbjs_udata	session	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
sbjs_session	1 hour	Sourcebuster sets this cookie to identify the source of a visit and stores user action information in cookies. This analytical and behavioural cookie is used to enhance the visitor experience on the website.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
YSC	session	YSC cookie is set by Youtube and is used to track the views of embedded videos on Youtube pages.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description

__Secure-BUCKET	6 months	Supports YouTube's internal load balancing, helping route embedded video requests efficiently and maintain reliable playback performance across servers and sessions.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Cookie	Duration	Description
bcookie	1 year	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser IDs.
__Secure-YNID	6 months	YouTube cookie used to protect user security and prevent fraud, especially during the login process.
__Secure-ROLLOUT_TOKEN	6 months	YouTube sets this cookie to manage feature rollout and experimentation. It helps Google control which new features or interface changes are shown to users as part of testing and staged rollouts, ensuring consistent experience for a given user during an experiment.
__Secure-YEC	past	Description is currently not available.

NID	6 months	Google sets the cookie for advertising purposes; to limit the number of times the user sees an ad, to unwanted mute ads, and to measure the effectiveness of ads.

Changing your choices

You can change your choices at any time using "Cookie settings" at the bottom of every page. Turning off analytics or marketing cookies does not stop you buying from us. You can also block or delete cookies in your browser (Chrome, Safari, Firefox, Edge), although blocking strictly necessary cookies may stop the basket, checkout or login from working.

9. Other websites, children and changes to this policy

Other websites and embedded content: our pages link to, and may embed content from, other sites such as Vimeo, Trustpilot, LinkedIn, Facebook, X and our brand partners. Those sites have their own privacy policies, and we are not responsible for how they use your data.

Children: this website is intended for adults and healthcare professionals.

Changes: we review this policy regularly. Any changes will be posted here with a new date, and we will tell registered customers about significant changes by email. References in this policy to laws, regulators and official guidance include them as amended, renamed or replaced from time to time.

Last updated: 11th November 2026