

Privacy Notice

One Blood UK Ltd · UK GDPR / Data Protection Act 2018 · oneblood.vet

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1. Scope and controller

This Privacy Notice applies to personal data processed by One Blood UK Ltd in connection with its veterinary blood bank activities, donor programme, distribution of veterinary blood components, professional and technical services, research and quality improvement, commercial activities, recruitment and the website oneblood.vet.

It covers personal data relating to donor owners, veterinary professionals, customers, veterinary practices, approved donation sites and Distribution Centres (LifePoints), partner organisations, laboratories, suppliers, job applicants, research participants and website visitors. Information about animals is not personal data in itself, but records relating to an animal may form part of personal data where they are linked to an identifiable individual.

Data protection enquiries and complaints: info@oneblood.vet

Controller and contact	Main processing activities
One Blood UK Ltd · Company No. 17214586 · Correspondence address: NETPark Plexus (Office 2.07), Thomas Wright Way, Sedgefield, Co Durham, TS21 3FD · Email: info@oneblood.vet — ICO registration: ZC229107 · Website: www.oneblood.vet	Veterinary blood bank and donor programme; donor recruitment and scheduling; blood collection under the authorised model; processing, quality, traceability and haemovigilance; storage and distribution through approved sites; customer and professional services; recruitment; research and quality improvement; website and commercial administration.

2. Personal data we collect

We collect and process the following categories of personal data, depending on the service and relationship:

Category	Examples
Donor owner and donor animal	Owner name and contact details, relationship to the animal, consent/privacy records and communication preferences; animal name, microchip or other identifier, species, breed, sex, age, weight, clinical history, vaccination and parasite-control information, previous transfusion history, blood group, laboratory results, donation records and welfare observations.
Customer, veterinary practice and professional	Name, professional role, clinic or company name, professional registration details where relevant, contact details, delivery/billing information, order and transaction records, product issue or collection records and communications.
Distribution Centre (LifePoint) / approved donation site and partner	Names, roles and contact details; training and competence records; qualification and audit information; contracts; site and equipment details; veterinary registration status where relevant; quality events, deviations, CAPA and other compliance records.

Category	Examples
Research and quality improvement	Research records, survey responses, pseudonymised operational or donor information and technical findings. Studies involving identifiable individuals will use study-specific information where appropriate.
Recruitment	Curriculum vitae, qualifications, work history, right-to-work or professional information where required, contact details, interview notes and recruitment correspondence.
Website, account and technical	IP address, device/browser information, account credentials, website usage information, cookie or similar identifiers, forms submitted, online order information and communications.

How we obtain data: directly from you; from veterinary professionals, clinics, Distribution Centres (LifePoints), laboratories, partner organisations or other parties involved in a service; automatically through our website and digital services; and from public sources or third parties where lawful.

3. Purposes and lawful bases

We process personal data only where an appropriate lawful basis under the UK GDPR applies. The lawful basis depends on the specific processing activity and relationship. The main purposes and bases are:

Purpose	Lawful basis under the UK GDPR
Donor registration, pre-screening, scheduling and donation management	Legitimate interests (safe and effective donor programme, donor welfare, service organisation and blood availability); contract or pre-contractual steps where processing is necessary for an agreement directly with the individual; consent where specifically relied upon for an optional activity.
Clinical and laboratory follow-up; communication of findings; donor welfare events	Legitimate interests (animal welfare, safety, appropriate follow-up and service quality); legal obligation where applicable.
Quality management, traceability, haemovigilance, audits, deviations, CAPA and recalls	Legal obligation where processing is necessary to meet applicable VMD / NFABBA or other statutory requirements; legitimate interests (product quality, safety, accountability and effective quality management).
Customer orders, product supply, payment, delivery and customer support	Contract where the contract is with the individual; legitimate interests where we process business contacts in connection with a contract with their organisation; legal obligation for tax, accounting and regulatory records.
Distribution Centres (LifePoints), approved donation sites, partners, training, qualification and audit	Legitimate interests (safe service delivery, regulatory compliance, competence and quality oversight); contract where applicable; legal obligation where required.
Research, innovation and publication of aggregated or anonymised findings	Legitimate interests in scientific and technical development where appropriate. Where identifiable personal data is required, the specific lawful basis will be documented and explained in study-specific information; consent will be used where appropriate. Fully anonymised information is not personal data.
Marketing communications, donor campaigns	Consent where required; or another basis

Purpose	Lawful basis under the UK GDPR
and newsletters	permitted by the Privacy and Electronic Communications Regulations (PECR), including legitimate interests where the applicable electronic-marketing rules allow it. An opt-out is provided where required.
Photographs, videos, testimonials and social-media content	Consent or another lawful basis identified and communicated before publication, depending on the context.
Website analytics, advertising and cookies or similar technologies	Consent where required by PECR. Strictly necessary cookies and other categories that are exempt under applicable UK law may be used without consent.
Recruitment and candidate administration	Legitimate interests in recruitment and workforce planning; contract or pre-contractual steps where applicable; legal obligation for checks or records required by law.
Security, fraud prevention, legal claims and regulatory requests	Legitimate interests; legal obligation where applicable.

Where we need information to assess donor suitability, organise a donation, provide or distribute a product or service, maintain traceability, investigate a quality event, issue an invoice or comply with legal or regulatory requirements, failure to provide the required information may mean that we cannot proceed.

The Personal Data Processing Authorisation Form (Imp.4) records the owner's acknowledgement of this Privacy Notice and any specific consents given for optional activities such as marketing, images or research; it does not change the lawful bases stated above.

4. Recipients of personal data

We share personal data only where necessary, proportionate and lawful, with:

- **Veterinary practices, hospitals, Distribution Centres (LifePoints), approved donation sites, laboratories, authorised donation personnel and other veterinary professionals involved in donor assessment, donation coordination, clinical follow-up, product supply, traceability or quality activities.**
- **Transport and courier providers where required for the delivery, collection or shipment of products, samples or documents.**
- **IT, cloud, hosting, payment, communications and customer-support providers acting under appropriate contractual arrangements, including Shopify where used for oneblood.vet.**
- **Professional advisers, auditors, insurers, competent authorities and regulators, including the Veterinary Medicines Directorate (VMD) and the Information Commissioner where disclosure is required or appropriate.**
- **Research collaborators under appropriate safeguards, using anonymised or pseudonymised information where possible.**

We do not sell personal data and do not permit it to be used for unrelated purposes.

5. International transfers

One Blood UK Ltd does not routinely transfer personal data outside the United Kingdom. Where a transfer is a restricted transfer under the UK GDPR, One Blood UK Ltd will ensure that an appropriate transfer mechanism is in place before the transfer takes place.

Depending on the destination and circumstances, this may include UK adequacy regulations, an appropriate safeguard such as the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses together with any required transfer risk assessment, or another mechanism permitted by UK data protection law.

6. Cookies and website

The oneblood.vet website uses cookies and similar technologies. Strictly necessary cookies, and any other cookies that are exempt under applicable UK law, may be used without consent. Where consent is required, analytics, advertising or other non-essential cookies are not activated until the user has made an appropriate choice. Preferences can be managed through the website cookie tool. See the separate Cookie Policy for the current cookie list, purposes and retention periods.

The oneblood.vet website and online services may use third-party platforms or service providers, including Shopify where applicable. Our website may link to third-party websites; their own privacy notices apply to their processing.

7. Research, quality improvement and publication

One Blood UK Ltd may use operational, donation, quality and animal-health information for internal quality improvement, service validation, veterinary transfusion research and scientific development. Personal data is minimised, anonymised or pseudonymised where possible. Identifiable information about donor owners or other individuals is not published without an appropriate lawful basis and, where required, prior consent. Research involving identifiable personal data may be supported by a study-specific privacy notice or consent documentation.

8. Security and confidentiality

We apply technical and organisational measures appropriate to the risks, including role-based access controls, authentication, encryption or pseudonymisation where appropriate, audit trails, backups, staff training, supplier controls and confidentiality requirements. Personal-data breaches are managed under the UK GDPR, the Data Protection Act 2018 and OneBlood UK procedures, including notification to the Information Commissioner and affected individuals where legally required.

9. Retention of personal data

We retain personal data only for as long as necessary for the purpose for which it was collected and for applicable legal, regulatory, professional, traceability, quality, accounting, contractual and dispute-resolution requirements. Where several retention requirements apply, the longest applicable requirement is followed.

Record category	Retention period
Donation, eligibility, laboratory, traceability, haemovigilance and quality records	At least 5 years, or longer where required by the VMD authorisation, OneBlood UK QMS, applicable law, professional requirements, an investigation, complaint or recall.
Commercial, invoicing and payment records	Normally 6 years from the end of the relevant company financial year, or longer where required by tax, accounting, contractual or legal requirements.
Marketing preferences and newsletter subscriptions	Until consent is withdrawn or the relationship becomes inactive under the applicable OneBlood UK retention rule. Suppression records may be retained as necessary to respect opt-outs.
Recruitment applications	Normally up to 12 months after the recruitment process closes, unless a longer period is justified, required by law or agreed with the applicant — including where the applicant agrees to their profile being retained for future opportunities (PD01).
Research data	In accordance with the approved study protocol, applicable ethical/legal requirements and the study-specific privacy information.
Website logs, account and cookie data	For the periods stated in the applicable Cookie Policy, consent tool or technical retention schedule, and no longer than necessary for the relevant purpose.

10. Your rights and data protection complaints

Subject to the conditions and limits of UK data protection law, you may have the right to:

- **Access your personal data and receive information about how it is processed.**
- **Ask us to correct inaccurate or incomplete personal data.**
- **Ask us to erase personal data where there is no lawful reason to retain it.**
- **Ask us to restrict processing in certain circumstances.**
- **Object to processing based on legitimate interests and object to direct marketing at any time.**
- **Receive or transfer certain personal data where the right to data portability applies.**
- **Withdraw consent at any time where processing is based on consent, without affecting processing carried out before withdrawal.**

To exercise your rights or make a data protection complaint, contact info@oneblood.vet with the subject line "Privacy Request" or "Data Protection Complaint", as appropriate. Rights requests will be handled within the time limits required by law. Data protection complaints will be acknowledged within 30 days and investigated without undue delay. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by telephone on 0303 123 1113.

11. Automated decision-making

We do not currently use solely automated decision-making that produces legal or similarly significant effects on individuals. Donor suitability, veterinary decisions and material quality assessments are subject to human review under OneBlood UK procedures. If this changes, we will provide the information and safeguards required by UK data protection law.

12. Children and data about third parties

Our website and services are not intended for children to independently enter into commercial or donor-programme arrangements. If we process personal data relating to a child, we will identify an appropriate lawful basis and apply safeguards appropriate to the circumstances. If you provide us with personal data about another person, you must ensure that you are authorised to do so and, where required, that the person has received appropriate privacy information.

13. Updates to this Notice

We may update this Privacy Notice to reflect changes in our services, processing activities, regulatory authorisation or legal requirements. The current version and its "Last updated" date will be made available through the OneBlood UK website or other appropriate communication route. Material changes will be communicated where required.

Legal references: UK General Data Protection Regulation (UK GDPR) • Data Protection Act 2018 • Data (Use and Access) Act 2025 • Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR) • Veterinary Medicines Regulations 2013, as amended (including the Veterinary Medicines (Amendment etc.) Regulations 2024) • applicable VMD / NFABBA requirements.

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