

[AOS Ltd Internet & Privacy Statement - Effective: May 1st, 2018](#)

AOS respects your privacy and your rights to control your personal data. Our principle guidelines are simple. We will be clear about the data we collect and why. We do not sell your data to third parties. The purpose of us collecting a small amount of data on our customers is to enable us to provide a better service to you, plus some of this data is required to register and activate the products you have purchased from AOS.

This Privacy Statement (the 'Statement') explains the personal information we collect from you and how we use it. Personal information is any information that can be used to identify you or that we can link to you. The Policy also explains how you can control the data we collect from you.

[Why is AOS updating its privacy statement?](#)

We are aiming to meet the new standards required by the European Union's General Data Protection Regulation (GDPR) and have updated our privacy statement to reflect that. We want to make the statement as easy as possible to understand.

[What is the GDPR?](#)

The GDPR is a regulation intended to strengthen and unify data protection for everyone within the European Union (EU). The GDPR requires greater openness and transparency from companies on how they collect, store and use personal data, while also imposing tighter limits on the use of personal data. You can learn more here.

[Information collected on this website](#)

Information collected on this website can be used for a variety of purposes including providing services, including newsletters and products to you, and to ensure the site performs optimally throughout your visit. For this reason, AOS makes all reasonable efforts to ensure the security of all personal information stored within this site.

[Data collected by the AOS application](#)

The AOS application is activated by a licence key and the email address submitted during the purchase process. The licence is visible in the application, the related email address is not. Both the licence key and email are stored in a licence file stored on the host device.

The application processes images loaded into it and outputs results on the screen. These results are able to be saved as images or reports on the users host computer or network. No information, images or results are retained within the application.

[Cookie Policy](#)

Cookies are small text files that are placed on your computer by websites that you visit. Cookies are widely used in order for websites to work, or work more efficiently, as well as to provide information about the people visiting the site. There are two types of cookies that are used;

Functional cookies. These cookies allow our websites to remember choices you make while browsing and personalise your experience. We may store your geographic location in a cookie for instance, to ensure that we show you the website relevant to your area, for instance, for product pricing.

Analytics cookies. We use analytics cookies, like those offered by Google Analytics, to help us understand things like how long a visitor stays on our website, what pages they find most useful. To learn more about Google Analytics and your data, visit this [Google webpage](#).

This website complies with the new EU law on the use of cookies which came into effect on 26 May 2011. This means that we explain all the cookies utilised by the website and provide information about how to disable them if you wish. More information about the new law can be found on the ICO (Information Commissioner's Office UK) website.

[Turning cookies off](#)

Browsers allow you to change your settings to prevent cookies from being used if you wish. You may be unable to log in to the website or use some of its functionality if you do this.

[What safeguards are in place for children?](#)

AOS does not target and is not intended to attract children. AOS does not knowingly solicit personal information from children or send requests for personal information. Although visitors of all ages may navigate through our website, we do not intentionally collect personal information from those under the age of sixteen. If, following a notification by a parent or guardian, or discovery by other means, a child under sixteen has been improperly registered on this site by using false information, we will cancel the account and delete the records.

[The information we collect](#)

[Why do we collect and store your information?](#)

The information outlined above is used to complete your transaction, for product registration and licencing, handle support enquiries, and other issues related to the purchase of AOS Products. Processing your personal data for this purpose is necessary for the performance of the agreement we have with you.

Please note, we do not store any payment or credit card information. We only use payment information during the purchase process of AOS products.

You must register your AOS products, in order for them to work.

After purchasing an AOS product you will receive your licence via automated email. Once your product is installed the system requests your licence code and email address to complete the licencing and registration process.

Your name and email address are absolutely necessary for your AOS product to function. You will not be able to opt out from this data collection. Your email address is tied to the licence code generated at the time of purchase. Your product therefore needs to be connected to the internet to activate your licence. After this your product does not require internet access to function, though should your system have access your system will check for any available updates.

What information do we collect during product purchase?

The following data is captured during the registration process prior to either downloading a trial product or purchasing a licenced product;

Name
Phone number (optional)
email address
Company or Institution address
Payment information.

Is data collected at any other time?

If a customer uses the contact form on the AOS 'Contact Us' webpage, the following data is collected;

Name
Email
Type of user; Clinician / Student
Company / Institution

Product Support

Storing your information allows us to provide efficient customer support. Storing these and your licence details also means that we are able to easily identify you as a legitimate user. For customer inquiries and technical questions, we use contact information to respond to the customer in their preferred method (phone, email).

Communication, Marketing and Advertising

~~Providing our Product Experience~~

We use data to provide, operate, support and improve the AOS products This processing is necessary for the performance of the agreement we have with you.

AOS may contact you for product feedback or to notify you of any future AOS products that may be pertinent to you. **AOS does not sell personal information about our customers.**

However, we reserve the right to communicate your personal information to third parties if a legally-compliant request for the disclosure of personal information is made. If you have any questions about this, you should contact support@aos-hub.com before using this service. The site may also collect technical information including the recording of IP addressing and the specific web pages visited. This information may be used to enhance the website.

Third Party Vendors



AOS uses a network of authorised agents in the marketing and selling of our products. Your data may be shared with these agents, for the purpose of performing services on behalf of AOS and in accordance with this Statement. It is our legitimate interest to process your personal data for such purposes. For questions about third-party vendors, please send an email to support@aos-hub.com.

[Opt-in & Consent & Managing your Personal Information with us](#)

In accordance with the new EU GDPR ruling, we want you to be in control of how your personal information is used by us. We want you to be sure that we keep only the most up-to-date information about you in our records. If you believe that your contact information needs to be updated, e-mail us at support@aos-hub.com to requesting a correction.

Your personal information is also editable by you, in your My Account page. You will have created a login (your email address) and password when registering during the purchase or trial download process. You may remove any of the non-required data, as above, it is imperative we retain your name and email for your product to function.

You may also choose at any time to remove any of your information from this website or any mailing lists on this website used to send our newsletter, or marketing materials. Further, you may choose to not receive such correspondence from us by sending us e-mail at support@aos-hub.com at which point you will be removed from such mailing lists. Please note that your email address and name will not be removed from our database, as this is a requirement of product functionality. AOS aim to respond to any such request within 30 days.

[Trademarks and Copyright information - Advanced Ophthalmic Systems LTD \(AOS Ltd\)](#)

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[Question about this Policy](#)

AOS may modify or update this Statement when necessary, to reflect customer feedback and changes to AOS products or services. Please review it regularly.

For further information or requests regarding this AOS Internet & Privacy Statement and any information contained within, please write to us at The Old Rectory, Church Street, Weybridge, Surrey KT13 8DE, UK. Requests may also be submitted via email to support@aos-hub.com.