

Website Usage Policy for jointoperations.co.uk

Last updated: August 2025

1. Introduction and Agreement

Welcome to the Joint Operations website. This Website Usage Policy explains how you can use our website, what we expect from you as a user, and what you can expect from us. It's written in plain English to make it as clear as possible for everyone.

By using our website, you're agreeing to follow these rules. If you don't agree with any part of this policy, please don't use our website. This policy works alongside our Privacy Notice and Cookies Policy, which you should also read to understand how we handle your personal information.

This policy is governed by English law, and any disputes will be handled by the English courts. We may update this policy from time to time, and the most current version will always be available on our website.

2. Who This Policy Applies To

This policy applies to everyone who uses our website, including:

- Healthcare professionals such as doctors, surgeons, nurses, and physiotherapists
- Medical researchers and academics
- Hospital and clinic staff members
- Students in healthcare-related fields
- Patients and their families seeking information
- Anyone else browsing our website for information about our services

Whether you're simply reading our content, downloading resources, filling out contact forms, or registering events, these rules apply to your use of our website.

3. What You Can Do on Our Website (Acceptable Use)

We welcome you to use our website for legitimate professional and educational purposes. Specifically, you may:

Browse and Learn: View all publicly available content for your professional development, research, or personal education about orthopaedic treatments, spinal care, and pain management.

Get in Touch: Contact us through our website forms, email links, or phone numbers provided. We encourage healthcare professionals to reach out with questions about our products or services.

Use Our Resources: Download educational materials, watch training videos, read clinical articles, and access other resources we provide for healthcare professionals.

Register for Events: Sign up for webinars, training sessions, conferences, or other educational events we organise.

Share Professionally: Reference our content in your professional work, provided you give proper attribution and don't reproduce large portions without permission.

Access Your Account: If we provide you with login credentials for any part of our website, use them responsibly to access the areas intended for you.

4. What You Cannot Do on Our Website (Prohibited Activities)

To keep our website safe, professional, and useful for everyone, please don't:

Misuse Access and Security: - Share your login details with others or try to access someone else's account - Attempt to hack, break into, or gain unauthorised access to any part of our website or systems - Try to bypass any security measures we have in place - Use automated tools like bots or scrapers to harvest data from our website without permission

Post Harmful or Inappropriate Content: - Upload or share viruses, malware, or any other harmful software - Send spam messages through our contact forms - Post defamatory, offensive, or inappropriate content in any interactive areas - Share content that violates healthcare regulations or professional standards

Misuse Our Content and Services: - Use our website to provide clinical advice or medical diagnosis to patients (our content is educational, not diagnostic) - Reproduce, redistribute, or republish our content commercially without written permission - Create fake accounts or impersonate other users - Use our website for any illegal activities

Interfere with Website Operations: - Do anything that could damage, overload, or impair our website's functionality - Interfere with other users' ability to access and use the website - Attempt to introduce any disruptive code or technology

5. Your Responsibilities as a User

When you use our website, we expect you to:

Keep Your Information Secure: If you have an account with us, choose a strong password and keep it confidential. Don't share your login details with colleagues or anyone else. If you think your account has been compromised, contact us immediately.

Keep Your Details Up to Date: If you've registered with us or provided contact information, please let us know if your details change, especially your email address or professional affiliation.

Follow Professional Standards: As many of our users are healthcare professionals, we expect you to maintain the same professional standards online that you would in your clinical practice.

Report Problems: If you notice any technical problems with our website, security issues, or content that seems inappropriate, please let us know so we can address it.

Use Updated Technology: For the best and most secure experience, please use up-to-date web browsers and ensure your device has current security software.

6. Medical Disclaimer and Professional Use

This is very important: Our website provides educational and informational content about medical devices, treatments, and procedures. However, this information is not intended to replace professional medical advice, diagnosis, or treatment.

For Healthcare Professionals: While our content is designed to support your professional practice, always verify any clinical information with primary sources, peer-reviewed literature, or official product documentation before making treatment decisions.

For Patients and Families: The information on our website is educational only. Always consult with your doctor, surgeon, or other qualified healthcare provider for advice about your specific medical condition or treatment options.

Emergency Situations: If you're experiencing a medical emergency, do not use our website to seek help. Call emergency services immediately or go to your nearest emergency department.

Not a Substitute for Training: Our educational materials supplement but do not replace proper clinical training, certification, or hands-on instruction for medical procedures.

7. Intellectual Property and Copyright

All content on our website belongs to Joint Operations unless otherwise stated. This includes text, images, videos, logos, product information, training materials, and website design.

What You Can Do: You may view, download, and print content for your personal professional use or education. You can also quote small portions in presentations or publications, provided you give proper credit to Joint Operations.

What You Need Permission For: If you want to use our content commercially, republish significant portions, or use our materials in ways beyond personal professional use, please contact us for written permission first.

Respecting Others' Rights: Some content on our website may belong to third parties. We respect their intellectual property rights, and we expect you to do the same.

Reporting Copyright Issues: If you believe any content on our website infringes your copyright, please contact our Data Privacy Manager with details of the alleged infringement.

8. Accuracy of Information and Your Reliance on It

We work hard to ensure all information on our website is accurate, up-to-date, and clinically reliable. However, medical knowledge and technology evolve constantly, and we cannot guarantee that every piece of information is perfect at all times.

Our Commitment: We regularly review and update our content, especially clinical and product information. We source our information from reputable medical literature, regulatory bodies, and our own clinical experience.

Your Responsibility: If you're making important decisions based on information from our website, especially clinical decisions, please verify the information with current medical literature, product documentation, or by contacting us directly.

No Warranty: While we strive for accuracy, we provide our website and its content "as is" without warranties of any kind. We cannot be held responsible for decisions made solely based on website content without proper verification.

9. Privacy and Data Protection

We take your privacy seriously and only collect personal information in line with our Privacy Notice. Here's what you should know about how we handle your data when you use our website:

Information We Collect: When you browse our website, fill out forms, or register for events, we may collect personal information such as your name, email address, professional affiliation, and details about how you use our website.

How We Use It: We use this information to respond to your enquiries, provide you with requested services, improve our website, and communicate with you about relevant professional opportunities or educational content.

Cookies and Tracking: We use cookies and similar technologies to understand how visitors use our website and to improve your experience. You can control these through your browser settings or our cookie preferences center.

Your Rights: You have various rights regarding your personal data, including the right to access, correct, or delete information we hold about you. Full details are in our Privacy Notice.

10. Third-Party Content and External Links

Our website may contain links to other websites, reference third-party research, or include content from external sources. While we try to link only to reputable sources, we cannot control or take responsibility for the content, privacy practices, or availability of other websites.

Your Responsibility: When you click on external links, you're leaving our website and should review the privacy policy and terms of use of the site you're visiting.

Third-Party Services: We may use third-party services for certain website functions (such as video hosting or event registration). These services have their own terms and privacy policies.

11. Website Availability and Technical Issues

We aim to keep our website available 24/7, but like all online services, we cannot guarantee uninterrupted access. Our website may occasionally be unavailable due to:

- Scheduled maintenance and updates
- Technical difficulties or server issues
- Circumstances beyond our control, such as internet service provider problems

During Outages: If you need urgent information during a website outage, you can contact us directly using the phone number provided in our Privacy Notice.

No Liability for Downtime: We won't be liable for any inconvenience or loss caused by temporary unavailability of our website.

12. Enforcement of This Policy

We take this policy seriously because it helps us maintain a professional, safe, and useful website for all users.

Monitoring: We may monitor website usage to ensure compliance with this policy and to identify potential security issues. This monitoring is done in accordance with our Privacy Notice.

Warning Process: If we believe you're not following this policy, we'll usually contact you first to discuss the issue and give you a chance to correct any problems.

Suspension or Termination: In serious cases, or if problems continue after a warning, we may suspend or terminate your access to our website. This might include situations where: - You've repeatedly violated this policy - Your actions pose a security risk to our website or other users - You've engaged in illegal activities through our website

Appeals: If we suspend your access and you believe this was done in error, you can contact our Data Privacy Manager to discuss the situation.

13. Limitation of Liability

While we strive to provide a high-quality, reliable website, we must limit our legal liability in certain situations:

Website Use: We provide our website for professional and educational purposes, and you use it at your own risk. We cannot be held liable for any decisions you make based solely on website content without proper professional verification.

Technical Issues: We're not liable for any damage to your computer, mobile device, or data that might result from using our website, provided we've taken reasonable security precautions.

Third-Party Content: We're not responsible for the accuracy or reliability of content from third-party sources linked from our website.

Maximum Liability: Where we do have liability, it's limited to the maximum extent permitted by English law.

14. Changes to This Policy

We may need to update this policy occasionally to reflect changes in how we operate our website, legal requirements, or industry best practices.

How We'll Notify You: When we make significant changes, we'll: - Update the "last updated" date at the top of this policy - Post a notice on our website homepage for at least 30 days - Email registered users if the changes significantly affect how they can use our website

Continued Use: By continuing to use our website after changes are posted, you're agreeing to the updated policy.

15. Contact Information and Questions

If you have any questions about this Website Usage Policy, need clarification about what's acceptable use, or want to report a problem, please get in touch:

Data Privacy Manager: Simon Hinks

Email: dataprotection@jointoperations.co.uk

Phone: 07905 791340

Address: 21 Broadwalk, Pinner Road, North Harrow, HA2 6ED

We aim to respond to all enquiries within 5 working days.

For Technical Support: If you're experiencing technical difficulties with our website, please include details about your browser, device, and the specific problem you're encountering.

16. Dispute Resolution

If you have a complaint about our website or how we've handled a policy issue, we encourage you to contact us first so we can try to resolve the matter directly.

Escalation: If we cannot resolve your concern to your satisfaction, you may wish to seek independent advice or, where appropriate, contact relevant regulatory bodies such as the Information Commissioner's Office (ICO) for data protection matters.

Governing Law: This policy and any disputes arising from your use of our website are governed by English law and subject to the jurisdiction of English courts.