

# PRIVACY POLICY

## PRIVACY STATEMENT

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We are committed to protecting and respecting the privacy of our customers. The information that we collect about you will be used lawfully in accordance with the Data Protection Act 1998.

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### SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?

When you contact us via our website, we collect the personal information you give us such as your name, email address and telephone number. This information may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you.

The legal basis for this processing is informed consent, you are consenting to us having this information as it is freely given in order for us to reply to your enquiry.

In addition to the specific purposes for which we may process your personal data set out in this privacy policy, we may also process your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

When you browse our website, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

We may process data about your use of our website and services. This usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is the Google analytics program. This usage data may be processed only for the purposes of analysing the use of the website and services. The legal basis for this processing is your acceptance of our cookie policy at the outset of using our website and our legitimate interests, namely monitoring and improving our website and services.

### SECTION 2 - CONSENT

How do you get my consent?

When you provide us with personal information when making an enquiry, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at any time, by contacting us at [info@minidigital.co.uk](mailto:info@minidigital.co.uk) or mailing us at: Mini Digital Ltd, The Pricemark Building, 78 Wharfdale Road, Tyseley, Birmingham, B11 2DE, United Kingdom. There will also be an unsubscribe link at the bottom of each email we send you.

You may instruct us to provide you with any personal information we hold about you; the provision of such information will be subject to:

- (a) the right to charge payment of a fee (currently fixed at £20) when a request is deemed to be unfounded or excessive, particularly if it is repetitive; and
- (b) the supply of appropriate evidence of your identity.

You may instruct us at any time not to process your personal information for marketing purposes.

In practice, you will have the option to agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

Your principal rights under data protection law are:

- (a) the right to access;
- (b) the right to rectification;
- (c) the right to erasure;
- (d) the right to restrict processing;
- (e) the right to object to processing;

- (f) the right to data portability;
- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

Some of the rights you have under data protection law are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights. Full details can be found here <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with the Information Commissioner's Office.

### SECTION 3 - DISCLOSURE

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

### SECTION 4 – RETAINING DATA

Personal data that we process for any purpose shall not be kept for longer than is necessary for carrying out that purpose.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

### SECTION 5 - THIRD-PARTY SERVICES

We do not transfer the information you give us to countries outside the European Economic Area (EEA), except where the international transfer is necessary in connection with the services we are providing to you, such as website data stored on computer servers. By submitting your personal information to us you agree to the transfer and processing of your information outside the EEA.

### Links

When you click on links on our website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## SECTION 6 - SECURITY

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

## SECTION 7 - COOKIES

We will ask you to consent to our use of cookies in accordance with the terms of this policy when you first visit our website.

## SECTION 8 - AGE OF CONSENT

By using this site, you represent that you are at least the age of majority in your state or province of residence.

## SECTION 9 - CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

## SECTION 10 – LAW AND JURISDICTION

This legal notice shall be governed by and construed in accordance with English law. Any dispute(s) arising in connection with this legal Notice are subject to the exclusive jurisdiction of England and Wales.

## QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Data Protection Officer at [info@minidigital.co.uk](mailto:info@minidigital.co.uk) or by mail at Mini Digital Ltd, The Pricemark Building, 78 Wharfdale Road, Tyseley, Birmingham, B11 2DE.