



## **Privacy Policy**

### **1. Introduction**

MMVI Ltd ("we," "us," or "our") is committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, and share your personal data in compliance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and the Data Protection Act 2018. MMVI Ltd is a company registered in Scotland.

### **2. Data Controller**

MMVI Ltd is the data controller for the personal data we process. Our registered address is 1 Ainslie Road, Hillington Park, Glasgow, G52 4RU. You can contact us regarding data protection matters at [enquiries@mmvilt.co.uk](mailto:enquiries@mmvilt.co.uk)

### **3. Personal Data We Collect**

We may collect the following types of personal data from customers:

- Identity Data: Name, title.
- Contact Data: Email address, telephone number, postal address
- Purchase Data: Details of products or services purchased, purchase history.
- Payment Data: Payment information (if applicable).
- Marketing Data: Preferences for receiving marketing communications.
- Technical Data: IP address, browser type, operating system, website usage data.
- Customer Service Data: Information provided during customer service interactions.
- Other Data: Any other information you choose to provide to us.

### **4. How We Collect Personal Data**

We collect customer personal data through various means, including:

- Direct Interactions: When you purchase products or services, contact us, register an account, fill out forms, or interact with our website. Automated Technologies: Through cookies and similar technologies on our website
- Third Parties: From third-party sources (only if they have obtained your consent to share this information with us, and we will always inform you of this). This might include marketing platforms or social media if you have interacted with our advertising there.

### **5. How We Use Your Personal Data**

We may use customer personal data for:

- Providing Services: Fulfilling orders, processing payments, delivering products/services, providing customer support, managing your account.
- Communication: Sending order confirmations, shipping updates, service-related information, responding to inquiries, sending marketing communications (only if you have opted in).

- Marketing: Personalising marketing offers, sending targeted advertising (with your consent, where required), conducting market research.
- Website Management: Improving website functionality, analysing website traffic, personalizing your experience on our website.
- Legal Compliance: Meeting legal and regulatory obligations, preventing fraud. Improving our services: Analysing customer data to identify trends and improve our products and services.

## **6. Legal Basis for Processing**

We process personal data based on the following legal bases:

- Consent: For marketing communications (where required) and the use of certain cookies. You have the right to withdraw your consent at any time.
- Contract: For fulfilling our contractual obligations to you, such as processing your orders and delivering services.
- Legal Obligation: For compliance with legal requirements, such as tax laws and consumer protection regulations.
- Legitimate Interests: For our legitimate business interests, such as improving our services, preventing fraud, and direct marketing where permitted by law (balancing these interests with your rights and freedoms).

## **7. Sharing Your Personal Data**

We may share personal data with:

- Service Providers: IT support, marketing agencies, payment processors, delivery companies, customer service platforms. We ensure these providers are GDPR compliant and have appropriate data processing agreements in place.
- Legal Authorities: When required by law or legal process.
- Business Transfers: In the event of a business merger, acquisition, or sale.

## **8. International Transfers**

We do not typically transfer data outside the UK. If we do, we will ensure that appropriate safeguards are in place, such as Standard Contractual Clauses, to protect your data in compliance with GDPR.

## **9. Data Security**

We have implemented technical and organisational measures to protect personal data against unauthorised access, use, or disclosure. These measures include encryption, access controls, regular backups, staff training.

## **10. Data Retention**

We retain personal data only for as long as necessary for the purposes collected, or as required by law. We have data retention policies in place that define how long we keep different types of data. For example, we may keep purchase history for a certain period for accounting purposes, and marketing data until you unsubscribe.

## **11. Your Rights**

You have the following rights:

- Access: Request access to your personal data.
- Rectification: Correct inaccurate data.
- Erasure ("Right to be Forgotten"): Request deletion of your data (under certain circumstances).
- Restriction of Processing: Limit how we process your data.
- Data Portability: Receive your data in a portable format.
- Object: Object to processing (under certain circumstances), including direct marketing.
- Withdraw Consent: Withdraw consent at any time (for marketing or other processing based on consent).
- To exercise these rights, contact us at [enquiries@mmviltd.co.uk](mailto:enquiries@mmviltd.co.uk)

## **12. Complaints**

You have the right to complain to the Information Commissioner's Office (ICO) about our data processing. <https://ico.org.uk/>

## **13. Changes to this Privacy Policy**

We may update this policy. Changes will be posted on our website. We will notify you of any significant changes.

## **14. Contact Us**

MMVI Ltd

1 Ainslie Road, Hillington Park, Glasgow, G52 4RU