

1 Introduction

1.1 This MP Engineering Privacy Policy sets out how MP Engineering UK Ltd, whose registered offices are at 2 Maizefield, Hinckley, UK collect and process personal information about you when you visit our website, attend or participate in one of our events.

1.2 Each affiliate that processes your information, including MP Engineering, will be a data controller. By continuing to use this Website, you confirm that you have read this Policy.

1.3 If we change anything important about this Policy (the information we collect, how we use it or why we use it) we will highlight those changes at the top of the Policy and provide a prominent link to it for 30 days following the change and prior to the change taking effect.

2 Information we collect

2.1 **Information you give us.** You may give us information, including information that can identify you, when you use our Website, correspond with us, post on our websites or when you communicate with us and at us through one of our social media platforms, for example through our chatbot tools. Where we request required information from you, we will collect the information contained in the relevant forms or pages. You may choose to provide additional information to us when you contact us or otherwise interact with us.

2.2 If you purchase goods, services on our Website, we will also collect your delivery address, billing address and payment information. Please note that we will not be storing your payment information, this will be done via a third-party payments company.

2.3 **Information we collect automatically.** When you visit our Website, we may automatically collect the following information: your IP address, log-in information, location information, browser

type and version, browser plug-in types and versions, operating system and platform, information about your visit including the URL clickstream to, through and from our Website, your advertising ID (if this is supported by your device such as an Apple product or Google product), products you viewed or searched for, videos you have accessed, download errors, length of visits to certain pages, page and App interactions, media download for offline access, screen resolution, device processing power and memory, playback errors and buffering issues, user behaviour such as length of Apps use, and unique device identifiers (for example an IMEI address (a unique number assigned to mobile phones that is used by GSM networks to help them identify valid mobile devices)). We collect information automatically through the use of various technologies, including through "cookies" and "web beacons".

2.4 We may also collect information about you through our security systems when you visit our premises or attend our events.

2.5 **Information we receive from other sources.** We may receive information about you from other sources if you use any of the other services we provide on our Website. We are also working closely with third parties (including, for example, business and/or sponsorship partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them (including information that is publicly available).

3 Why we use your information

3.1 We use the information we collect in order to provide you with the best possible experience when you access our Website and engage with us, including by using our services and products. This includes using your information for the following purposes:

- **(a) providing and improving our products and services:** we use your information in order to provide you with the products and services you have requested, including when making a purchase. We use your information to improve and adapt our Website, products and services to better suit the behaviours and technical capabilities of our users;
- **(b) administering the Website and Apps:** we use your information in order to administer our Website for internal operations, including troubleshooting purposes and to understand any errors you may encounter when using our Website.
- **(c) improving use and content of our web pages and Apps:** we use your information in order to improve the content of our web pages and ensure that it is presented in the most effective manner for you and your devices;
- **(d) safety and security:** we use information collected on our Website as part of our efforts to keep our Website safe and secure and to help manage and administer our IT systems. We use information collected through our security systems to help keep our premises and individuals attending our events safe and secure.
- **(e) personalising and tailoring your experience:** where permitted by law, we may combine information we receive from third party sources, including from social media websites, with information you give to us and information we collect about you, including cookie and web beacon information. We may use this information and the combined information for learning more about your preferences as our customer, for enhancing your user experience on our Website and Apps and for providing you with information, content and offerings tailored to your needs;
- **(f) providing a consistent experience across devices and platforms:** we will match information collected from and

provided by you on one device or platform with information collected from and provided by you on other devices and platforms;

- (g) **to make necessary disclosures and law enforcement:** we may use your information in order to make necessary disclosures in response requests which We are legally required to comply with, to law enforcement or regulatory authority, body or agency or in the defence of a legal claims. Furthermore, to enforce our Terms and Conditions and/or this Policy; and
- (h) **administering a sale, transfer or reorganisation** of one of our business entities.

4 Legal grounds for using your information

4.1 Our processing of your personal information will be based on a variety of legal grounds, including:

- (a) **where you have provided your consent:** for example, we require your consent in order to process your personal information for direct marketing activities, when using technology such as cookies or when processing special categories of data such as your business name.
- (b) **where the processing is necessary for the performance of a contract:** for example, to allow us to facilitate delivering of goods you have ordered on our web shop
- (c) **where we need to comply with a legal obligation:** for example, we may need to disclose your data to a law enforcement agency or to your or our representatives acting in a legal dispute.
- (d) **where the processing is necessary for the purposes of our legitimate interests:** this includes, for example, to: (1) provide our products and services to you; (2) ensure you are adequately protected and to ensure that our Website, network

and information technology are secure and are being used in an appropriate manner; (3) better understand how you use our products and Website and to make improvements; (4) research and analyse the products and services you want; (5) tailor our content, marketing, promotions and offers to those more relevant to your interests; (6) maintain a profile on both traditional and social media; (7) efficiently communicate and conduct social analytics and content performance on social media; (8) provide security over our business and who we partner with and to monitor the areas around and within our premises to safeguard our employees, customers and members of the public against wrongdoing or criminal activity; (9) develop and maintain relationships with vendors, partners and other companies and dealing with individuals who work for them; (10) to remain aware of updated market practice to ensure that we are offering a service which is competitive and meets the expectations of our customers; and (11) determine the effectiveness of advertising on our Website. In some jurisdictions, this type of processing requires consent. We will obtain your consent where we are legally required to do so.

5 How we share and disclose your information

5.1 We may share your information with our MP Engineering team for the purposes outlined at section 3 of this Policy and with third parties, which include social media platforms, organisations providing a service to us or acting as our agents, including, but not limited to, sub-contractors (including their agents) and professional advisers, IT suppliers, database providers, backup and disaster recovery specialists, email providers and other service providers necessary for improving our products and services.

5.2 Our suppliers and service providers will be required to meet our standards on processing information and security. The information

we provide them, including your personal information, will only be provided in connection with the performance of their function. They will not be permitted to use your personal data for any purposes other than those outlined in this Policy.

6 How to opt in or opt out of direct marketing

6.1 We, and selected third parties, may use the information you give us on our Website for direct marketing purposes to provide updates, newsletters, information about events or other communications that we think may interest you.

6.2 Where required by law, your prior consent will be obtained before we send you direct marketing.

6.3 You may object to receiving direct marketing from us at any time by contacting us by email at the email address detailed below in section 17.

8 Cookies and other technologies

8.1 We collect information automatically through the use of "cookies". Cookies may be set by us, or they may be set by third parties. A cookie is a text file containing small amounts of information that a website can send to your browser, which may then be stored on your computer as a tag that distinguishes your computer but does not name you. Some of our Website pages use cookies to better serve you when you return to the Website. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies; however, if you do this, some of our Website may not work properly.

8.2 We also make use of "web beacons" also commonly known as "single pixel GIFs", "clear GIFs" or "tags". Web beacons are small graphic images that may be included on our Website. Web beacons

allow us to optimise our products and services and provide us and third-party partners with analytics information, such as how many visitors our Website receives.

9 Links to other websites and social media

9.1 Where we provide links to other websites, we do so for information purposes only. The other websites are outside our control and are not covered by this Policy. If you access other websites using the links provided, the operators of these websites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

9.2 In some pages of our Website, third parties that provide content, applications or plug-ins through our Website may track your use of content, applications and plug-ins or customize content, applications and plug-ins for you. For example, when you share an article using a social media sharing button on our Website (e.g., Facebook or Instagram), the social network that has created the button will record that you have done this. For more information on social media plug-ins on our Website, see our Cookie Policy.

10 Data retention

10.1 We will not retain your information for longer than is necessary for our business purposes or for legal or regulatory requirements.

10.2 We will retain your information for a period of time, if it is necessary to meet our legal obligations, such as retaining the information for tax and accounting purposes. We retain your information in accordance with our internal data retention procedures.

10.3 In all cases, we will continue to protect your personal data in accordance with the terms of this Policy. We will also routinely refresh our information to ensure we keep it up-to-date.

11 Your rights

11.1 Subject to applicable law, you may have the following rights, in certain circumstances, in relation to your personal information:

- (a) **Right to access your personal information.** If you wish to obtain a copy of the personal information that we hold about you, please contact us at the email address stated below. Before responding to your request, we may ask you to verify your identity and to provide further details about your request. We will endeavour to respond within an appropriate timeframe and, in any event, within any timescales required by law.
- (b) **Right to rectify, erase or restrict the processing of your personal information.** If you wish to rectify, erase or restrict the processing of your personal information please contact us at the email address stated below. It is your responsibility to ensure that you submit true, accurate and complete information to us and keep this information up to date.
- (c) **Right to withdraw consent.** Where you have provided your consent to processing, you may withdraw your consent at any time by contacting us at the email address stated below in section 17.
- (d) **Right to data portability.** You can ask us to help you move some of your information to other companies. To help with that you have a right to ask that we provide your information in an easily readable format to another company. You can email your request to the email address stated below.
- (e) **Right to object.** You can object to the way we process your personal information or object to direct marketing based on profiling where this is based on legitimate interests, by emailing your request to the email address stated below.
- (f) **Right not to be subject to an automated decision** (see section 12 below for more details).

- **(g) Right to lodge a complaint with a supervisory authority.** You can get in touch with your local regulator if you have a complaint in relation to how we handle your personal information.

11.2 If you have chosen to have an Account then you can access the personal information we hold about you via your Account to obtain a copy of it and to correct, amend, or delete information that is inaccurate. You can also close your Account at any time.

11.3 If you would like to exercise any of your rights listed above, you can contact us at the email address detailed in section 17.

12 Profiling

12.1 We may use your data in order to try and learn more about you so that we can aim to better predict what products and services you may be interested in.

13 Information security

13.1 We apply physical, technical and administrative measures to protect your personal information that is under our control from unauthorised access, collection, use, disclosure, copying, modification or disposal. All information you provide to us is stored on secure servers.

14 International transfers

14.1 Given that the Internet is a global environment, using the Internet to collect and process personal information necessarily involves the transmission of data on an international basis. While we generally store all of the personal information that we collect about you through our Website in your region (for example for European visitors, in the European Economic Area), it is possible that your personal information will be transmitted to parties outside your

region (where data protection laws may be different e.g. in the United States).

14.2 If such transfer happens, we have implemented safeguards and data protection solutions to ensure your information is adequately protected in any third countries e.g. by using standard contractual clauses or relying on Privacy Shield where relevant. If you would like to obtain the details of such safeguards, you can request these by contacting us by email detailed in section 17.

15 Use of this Website by minors

15.1 By using this Website, you confirm that you are over the age of 16. For this Website, if you are aged 16 or under, you must seek your parent's/guardian's permission beforehand. Users without this consent are not allowed to provide us with information and, in the event that they do so, we will cease to process their information as soon as we find out.

16 Changes to the Policy

16.1 This Policy was last updated on **May 25, 2018**. A notice will be displayed for 30 days whenever this Policy is changed in a material way. By continuing to use our Website, you confirm your acceptance of the relevant changes.

17 Questions, Concerns, Complaints about this Policy and Contact Details

17.1 This Website is maintained by MP Engineering UK Ltd. If you have a question, concern or complaint about this Policy or our handling of your information, you can contact us by email at <mailto:info@mpengineering.co.uk>