

# MX Reality Ltd Privacy Policy

Last Updated: October 2019

## Policy Statement

MX Reality Ltd (registered in England & Wales No 12060504. Registered Office: Libra House (F3) First Floor, Sunrise Parkway, Linford Wood, Milton Keynes, England, MK14 6PH. VAT no. 331391328) strives to protect the privacy of all personally identifiable information collected in the course of providing our services and business offerings, and it is important for you to know how we process your data. By using our services or providing us with information, you consent to the collection, storage and use of your information under the terms of this policy.

## What Personal Information Do We Collect?

We may collect and process the following data:

- Information you provide to us by filling in forms on our site
- Information you provide when registering on our website
- Information you provide to us in order to register for newsletters
- Social Media interactions
- Statistical data about your browsing actions and patterns for us to improve our website performance

We may require you to submit personally identifiable information for you to make use of our services. You confirm that any information you enter will be true and correct. We will only request and collect information which is necessary or reasonable in order to provide you with your requested services and to improve the services that we provide. You will not be required to give any additional information which is not needed to provide the services.

## How Do We Use The Information We Collect?

The personal information you provide is used for operational purposes, for example, to assess your business requirement / interest in our business offerings, sending newsletters and business brochures. Any third party companies that we employ may use information provided by you to facilitate our services, provide services on our behalf, assist us in analysing how our service is used.



We and/or our authorised third parties (web hosting company) may have this information and may share it with other third parties for marketing purpose. The personal information stored with us/our authorised third parties would be secured and ensure data subject rights are not impacted under any circumstances.

### **Who Do We Share Your Information With?**

The information you provide to us may be accessed by our staff, business partners, and authorised third parties in the course of providing services.

We do not transfer personal identifiable information out of the European Economic Area (EEA), we will make every effort to ensure that appropriate control measures are followed/implemented consistently across our services, to fulfil our duty of care towards the General Data Protection Regulation and other information security/ data protection regulations as applicable.

MX Reality Ltd will not share or distribute any of the information you provide to us to unaffiliated third parties without receiving your consent, unless required to do so by Law.

### **Data Security**

We employ commercially acceptable administrative, electronic and physical security measures to ensure that the information that we collect about you is protected from access by unauthorised persons and protected against unlawful processing, accidental loss, destruction and damage. By using our website and/or services you acknowledge and agree that, except to the extent required by the General Data Protection Regulation, we shall not be responsible for any unauthorised use, distribution, damage or destruction of personal data. We will only retain your information for a reasonable period or for as long as is required by law.

Unfortunately, no method of transmission of information via the internet or electronic storage is completely secure and reliable. Although we will do our best to protect your personal data, we cannot guarantee the absolute security of the data transmitted to our site or stored by our systems.

### **Links to Other Sites**

Our services may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.



## **Your Rights**

You have the right to request to see the personal information that we hold on you, as well as request that inaccurate information be corrected. Any request to update incorrect information or to opt-out of any communications that you initially agreed to receive should be directed to MX Reality Ltd at [info@mxreality.co.uk](mailto:info@mxreality.co.uk) or alternatively by post to Libra House, Linford Wood Business Park, Sunrise Parkway, Milton Keynes, MK14 6PH.

There will not be any administrative fees in processing such requests and we may require proof of your identity before we supply the information to you. Any such request may take up to 30 days.

## **Changes to This Policy**

MX Reality Ltd reserve the right to update and amend this Privacy Policy from time to time. All such updates will be notified to you by updating this Policy, so please review this page periodically for any changes, which will be effective immediately after they are made.