

## Privacy Policy

**This is the Privacy Policy of MCR Services.**

**We are company number 7600055 registered in England and Wales.**

**Our registered office is at Unit 1, Bolam Business Park, Bassington Drive, Cramlington, Northumberland, NE23 8AL.**

This privacy notice aims to inform you about how we collect and process any information that we collect from you, or that you provide to us. It covers information that could identify you (“personal information”) and information that could not. In the context of the law and this notice, “process” means collect, store, transfer, use or otherwise act on information. It tells you about your privacy rights and how the law protects you.

We are committed to protecting your privacy and the confidentiality of your personal information. Our policy is not just an exercise in complying with the law, but a continuation of our respect for you and your personal information.

We undertake to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.

Our policy complies with the Data Protection Act 2018 (Act) accordingly incorporating the EU General Data Protection Regulation (GDPR).

The law requires us to tell you about your rights and our obligations to you in regards to the processing and control of your personal data.

Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website or otherwise.

We hold the privacy of your personal information in the highest regard. The following discloses our information gathering and dissemination practices in accordance with law.

**We recognise the importance of protecting your privacy** and our policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site. This policy will be continuously assessed against new technologies, business practices and our customers' needs.

### **What Information Do We Collect?**

You may from time to time provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and generic information collected on an aggregate basis as you and others browse our web site or explore our service offerings.

## Personal Information You Choose to Provide

### Registration Information

When you register for any of our products, services or newsletters you will provide us information about yourself.

### Credit Card Information

If you choose to order in this manner you may need to provide credit/debit card details although we do provide other payment options, and information will be processed accordingly.

### Email Information

If you choose or have chosen to correspond with us through email or by telephone, we may retain the content of your messages together with your email address and our responses. We provide the same protections for electronic communications that we employ in the maintenance of information received by mail and telephone.

### Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our business from time to time, including our products and services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies.

If you have given us explicit permission to do so, we may from time to time pass your name and contact information to selected associates whom we consider may provide services or products you would find useful.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us of this by email or other effective means. However, if you do so, you may not be able to use our website or our services or offers further.

### Information we process for the purposes of legitimate interests

We may process information on the basis there is a legitimate interest, either to you or to us, of doing so.

Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- record-keeping for the proper and necessary administration of our business

- responding to unsolicited communication from you to which we believe you would expect a response
- protecting and asserting the legal rights of any party
- insuring against or obtaining professional advice that is required to manage business risk
- protecting your interests where we believe we have a duty to do so

### **Web Site Use Information**

Similar to other commercial Web sites, our Web site utilizes a standard technology called "cookies" (see explanation below, "What Are Cookies?") and web server log files to collect information about how our Web site is used. Information gathered through cookies and Web server logs may include the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site.

### **How Do We Use the Information That You Provide to Us?**

Broadly speaking, we use personal information for purposes of administering our business activities, providing the products and services you requested, to process your payment, to monitor the use of the service, our marketing and promotional efforts and improve our content and service offerings, and customize our site's content, layout, services and for other lawful purposes. These uses improve our site and better tailor it to meet your needs.

In order to fulfil orders we are required to share your details with a 3rd party responsible for warehousing and shipping to final destination. We also use external 3rd party assistance for customer service calls, meaning your data may be shared in order to provide assistance relating to your account or order(s).

Furthermore, such information may be shared with others on an aggregate basis. Personally identifiable information or business information will not be shared with parties except as required by law.

Occasionally, we may also use the information we collect to notify you about important changes to our Website, new services, and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by emailing us at the link provided on the newsletter.

### **What Are Cookies?**

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a Web site, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each Web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a Web site to access the cookies it has already sent to you, not the cookies sent to you by other sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser

refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

### **How Do We Use Information We Collect from Cookies?**

As you visit and browse our Web site, the site uses cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from having to log in more than is necessary for

security. Cookies, in conjunction with our Web server's log files, allow us to calculate the aggregate number of people visiting our Web site and which parts of the site are most popular. This helps us gather feedback to constantly improve our Web site and better serve our clients. Cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

### **Google Analytics**

This website uses Google Analytics to help analyse how users use the site. The tool uses "cookies," which are text files placed on your computer, to collect standard Internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for us.

We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to our site. Google will not associate your IP address with any other data held by Google. Neither we nor Google will link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

### **IP Addresses**

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

### **Sharing and Selling Information**

We do not share, sell, lend or lease any of the information that uniquely identify a customer, contact or subscriber (such as email addresses or personal details) with anyone except to the extent it is necessary to process transactions or provide services that you have requested.

### **How Can You Access, Verify, Remove or Correct Your Information?**

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing us at any time. You also have the right to demand correction of any inaccuracies, removal of information or verification.

### **What About Legally Compelled Disclosure of Information?**

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights. We may also disclose account information when we have reason to believe that disclosing this information is necessary to identify,

contact or bring legal action against someone who may be violating our Terms of Service or to protect the safety of our users and the Public.

### **What About Other Web Sites Linked to Our Web Site?**

#### **MCR Marketing Services Ltd**

Unit 1, Bolam Business Park, Bassington Drive, Cramlington, Northumberland NE23 8AL  
Tel: Sales & Production 01670 700690 / Accounts 01670 710077  
Email: [info@mcrservices.co.uk](mailto:info@mcrservices.co.uk) [www.mcrservices.co.uk](http://www.mcrservices.co.uk)

We are  
not

responsible for the practices employed by Web sites linked to or from our Web site or the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Website to another web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other web site, including web sites, which have a link on our Website, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

### **Your Consent**

By using our website you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

### **Our Commitment to Data Security**

Please note that your information will be stored and processed on our computers in the United Kingdom. The laws on holding personal data in the United Kingdom may be less stringent than the laws of your Country of residence or citizenship. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

### **Choice/Opt-In/Opt-Out**

Our website allows visitors to unsubscribe so that they will not receive future messages. After unsubscribing we will discontinue sending the particular messages as soon as technically feasible.

### **Surveys & Contests**

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

### **System Access and Allocation**

As part of our enterprise solutions we store user data in our machines for both access and also spend allocation. This personal data is staff information provided by the companies that we are providing the solution to. We store the following user data:

- Forename
- Surname
- Department
- UserID (E.g. Access Card/ Salary Code / Employee Number etc)

We store the above in each of the local machines so [insert reasons]. We also store this information in a data warehouse from which we can view all of the data from each system. All customer analytics pull from the data warehouse but information is ringfenced from unauthorised third party access at all times.

### **Children**

#### **MCR Marketing Services Ltd**

Unit 1, Bolam Business Park, Bassington Drive, Cramlington, Northumberland NE23 8AL  
Tel: Sales & Production 01670 700690 / Accounts 01670 710077  
Email: [info@mcrservices.co.uk](mailto:info@mcrservices.co.uk) [www.mcrservices.co.uk](http://www.mcrservices.co.uk)

Children are not eligible to use our services unsupervised and we ask that children (under the age of 14) do not submit any personal information to us. If you are a minor, you can use this service only in conjunction with permission and guidance from your parents or guardians.

#### **Acquisition or Changes in Ownership**

In the event that the web site (or a substantial portion of its assets) is acquired, your information would be considered part of those assets, and may be part of those assets that are transferred.

#### **Policy Modifications**

We may change this Privacy Policy from time to time. If/when changes are made to this privacy policy, we will email users who have given us permission to do so. We will post any changes here, so be sure to check back periodically. However, please be assured that if the Privacy Policy changes in the future, we will not use the personal information you have submitted to us under this Privacy Policy in a manner that is materially inconsistent with this Privacy Policy, without your prior consent.

#### **Complaints**

If you are not happy with our privacy policy or if you have any complaint then you should tell us.

If a complaint or dispute is not resolved then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office (ICO). This can be done at <https://ico.org.uk/make-a-complaint/>. We would, however, appreciate the opportunity to talk to you about your concern before you approach the ICO.