

# **PRIVACY STATEMENT**

## **PRIVACY STATEMENT**

This Privacy Statement ("Privacy Statement") describes how Micro Electronic Services Ltd and its subsidiaries ("Our", "We", "our", "we") collect, use, transfer, and disclose data including personally identifiable information ("Personal Information") obtained through websites and via other methods ("Sites"). By using the Sites or submitting any Personal Information to Micro Electronic Services Ltd, you acknowledge that you have read, understood, and agree to be bound by this Privacy Statement.

## **DATA WE COLLECT**

We collect data to provide customers with products and services, and to operate our business. Some of this data is provided directly, such as when you contact us to send equipment for repair, or contact us for support or to perform other services. The data we collect depends on the products, services and features used, and can include the following:

Name and contact data.

Information, including Personal Information, collected through various means, may include name and salutation, job title, physical address, time zone, telephone number (including work or home office, mobile, and fax numbers), e-mail address, and other contact information. We may also collect marketing contacts and preferences, name and nature of your business, language preference, and delivery and fulfilment information.

Payment data.

We, or our payment processor, collects data necessary to process payments for purchases, such as credit/debit card information, bank information, wire transfer and/or any other financial or payment information associated with a payment.

Usage data.

We collect data about how users and devices interact with our products and services. For example, we collect:

Product use data.

We may collect product feature use data, website activity data, performance data, product preference information, purchase history, and the webpages you visit.

Support data.

When we are engaged for support, our contact with any data or information stored on a device will be incidental in most instances. Devices returned to us for repair should be wiped of all personal data. We will collect data about any hardware, software, and other details related to the support incident for the purpose of tracking device performance and product improvement.

Cookies.

Our Sites may collect certain kinds of data, which could encompass Personal Information during your visit, including through the use of Cookies. Cookies are small text files sent from a site to the hard drive of a user's device to store bits of information related to that user or device. Cookies can store information about the device and users, including IP addresses, navigational data, server information, data transfer times, user preferences, and passwords needed to access the special areas on our Sites. We use Cookies for business purposes such as traffic analysis of Websites. Your browser may be able to be configured to block, reject, remove or disable Cookies and other tracking technologies. However, if you reject or remove Cookies or other tracking technology, you might not be able to access certain pages or use important functions.

## **HOW WE USE PERSONAL INFORMATION**

We use, disclose, transfer, and otherwise process data, including Personal Information, in several ways. We use the data we collect for three basic purposes: (1) to process transactions for the sale and support of our products and/or services, (2) to operate our business, and to provide and support the products and services we offer (including improving and personalizing), and (3) to send certain communications, including promotional communications. When customers place an order, we use the Personal Information provided, including any payment information necessary to provide the products or services requested.

Personal Information may also, subject to the requirements of applicable law, be used, disclosed and transferred to law enforcement personnel and other persons in situations where we believe that it is necessary to identify,

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contact, or bring legal proceedings against someone who may be misusing the Sites, interfering with our rights or other users, or when we reasonably believe that the law requires or permits such disclosure.

## **WHY WE SHARE PERSONAL INFORMATION**

We share Personal Information with consent or as necessary to complete any transaction or provide any product or service requested or authorized. We also may disclose and transfer Personal Information to channel partners, strategic partners, suppliers and other third parties for the purposes described in this Privacy Statement and to assist with the operation of the Sites and/or the associated business transactions.

Additionally, we will access, transfer, disclose, and preserve Personal Information when we have a good faith belief that doing so is necessary to:

- Comply with applicable law or respond to valid legal process, including from law enforcement or other government agencies;
- Protect our customers, for example to prevent unsolicited emails, or to help prevent the loss of life or serious injury of anyone;
- Operate and maintain the security of our products and services, including to prevent or stop an attack on our computer systems or networks; or
- Protect our rights or property, including enforcing the terms governing the use of the products or services; however, if we receive information indicating that someone is using our products or services to traffic in stolen intellectual or physical property, we may refer the matter to law enforcement.

## **DATA SECURITY**

Pursuant to applicable regulations, we maintain reasonable technical and administrative procedures to protect data including Personal Information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, but we cannot ensure or warrant the security of any data against any possible loss or unauthorized access.

## **ACCESS AND CORRECTION OF PERSONAL INFORMATION**

If you wish to access or update the Personal Information submitted through the Site, or to make any enquiries (including requests of cancellation or deletion) about the collection or processing of such information, please contact us as described below in the section labelled "Contact". We provide individuals with access to their Personal Information where required by applicable data protection and privacy laws. Individuals will be required to sufficiently verify their identity. Declining to provide Personal Information may limit our ability to respond to your inquiry.

## **RETENTION OF DATA**

Micro Electronic Services LTD will keep your data, which may include Personal Information, for as long as necessary for the purposes for which it was collected, to provide you with products or services, to conduct legitimate business interests, and where otherwise required or permitted by law.

## **REVISIONS TO THIS PRIVACY STATEMENT**

Micro Electronic Services LTD reserves the right to change this Privacy Statement from time to time at our discretion. Please check this Privacy Statement frequently and particularly before you submit Personal Information.

## **CONTACT**

If you have any questions about this Privacy Statement, please contact us at:

Micro Electronic Services LTD  
Unit 19 Admiralty Way  
Camberley  
Surrey. GU15 3DT  
Email: [info@microelec.co.uk](mailto:info@microelec.co.uk)  
Phone: 01276 36349