

Mocap Ltd – Privacy Policy

Your information will be held by Mocap Ltd which is part of the Mocap LLC Group of Companies (collectively, “The Group”). More information on the group can be found at www.mocap.com.

How we use your personal information

This privacy notice is to let you know how companies within the Group promise to look after your personal information. This includes what you tell us about yourself, what we learn by having you as a customer, and the choices you give us about what marketing you want us to send you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Our Privacy Promise

We promise:

- To keep your data safe and private
- Not to sell your data
- To give you ways to manage and view your marketing choices at any time

Who are we

Mocap Ltd is a company registered in England and Wales under company registration number 03088682. You can find out more about us at www.mocap.co.uk.

If you have any questions or want more details about how we use your personal information, you can ask us by emailing datacontroller@mocap.co.uk.

How the law protects you

As well as our Privacy Promise, your privacy is protected by law. This section explains how that works.

Data Protection law says that we are allowed to use personal information only if we have a proper reason to do so. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest, or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are.

What we use your personal information for	Our reasons	Our legitimate interests
<ul style="list-style-type: none"> • To manage our relationship with you or your business • To develop new ways to meet our customers needs and to grow our business • To develop and carry out marketing activities • To provide advice or guidance about our products and services • To develop and manage our brands, products and services • To test new products 	<ul style="list-style-type: none"> • Your consent • Fulfilling contracts • Our legitimate interests • Our legal duty 	<ul style="list-style-type: none"> • Keeping our records up to date, working out which of our products and services may interest you and telling you about them • Developing products and services and what we can charge for them • Defining types of customers for new products or services • Seeking you consent when we need to contact you • Being efficient about how we fulfil our legal duties
<ul style="list-style-type: none"> • To deliver our products and services • To manage customer payments • To collect and recover money that is owed to us 	<ul style="list-style-type: none"> • Fulfilling contracts • Our legitimate interests • Our legal duty 	<ul style="list-style-type: none"> • Being efficient about how we deliver our legal and contractual duties • Complying with regulations that apply to us
<ul style="list-style-type: none"> • To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, communications, corporate governance and audit. 	<ul style="list-style-type: none"> • Our legitimate interests • Our legal duty 	<ul style="list-style-type: none"> • Complying with regulations that apply to us • Being efficient about how we fulfil our legal duties

Groups of Personal Information

We use different kinds of personal information.

Type of personal information	Description
Financial	Your VAT details, transactional data and history
Contact	Telephone number, email address for transactional data and marketing if consent given
Transactional	Details about payments to and from your accounts with us
Contractual	Details about the products or services we provide you.
Communications	What we learn about you from email, letters and other conversations

Where we collect personal information from

We may collect information about you or your business from one of these sources:

Data you give to us:

- When you apply for a credit account with us
- When you talk to us on the phone
- When you use our website or web chat service
- In emails and letters

Sending data outside of the EEA

We will only send your data outside of the European Economic Area (EEA) to:

- Comply with a legal duty
- To work with the Group companies to help, advise and share information

If we do transfer information outside of the EEA, we will make sure that it is protected in the same way as if it was being used in the EEA. We'll use one of these safeguards:

- Transfer it to a non-EEA country with privacy laws that give the same protection as the EEA. Learn more on the European Commission Justice website.
- Put in place a contract with the recipient that means they must protect it to the same standards as the EEA. Read more about this on the European Commission Justice website.
- Transfer it to organisations that are part of the EU-US Privacy Shield. This is a framework that sets privacy standards for data sent between the US and EU countries. It makes sure those standards are similar to what is used within the EEA. You can find out more about data protection on the European Commission Justice website.

If you choose not to give personal information

We may need to collect personal information by law, or under the terms of a contract we have with you.

If you choose not to give us this personal information, it may delay or prevent us from meeting our obligations. It may also mean that we cannot perform services needed to run your accounts or policies. It could mean that we cancel a product or service you have with us.

Any data collection that is optional would be made clear at the point of collection.

Marketing

We may use your personal information to tell you about relevant products and services. This is what we mean when we talk about 'marketing'.

The personal information we have for you is made up of what you tell us, and data we collect when you use our services or order our products.

We study this to form a view on what we think you may want or need, or what may be of interest to you.

We only use your personal information to send you marketing messages if we have either your consent or a 'legitimate interest'. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

You can ask us to stop sending you marketing messages by contacting us at any time.

We may ask you to confirm or update your choices if there are changes in the law, regulation, or the structure of our business.

If you change your mind you can update your choices at any time by contacting us.

Cookies

Our website uses two sets of cookies. A cookie is a small bit of data that is stored on your computer and sent back to us when you visit our site. These cookies help us distinguish you from other users of the website. This information helps us provide you with a good experience when you browse our website. It also provides us with usage information, which helps us to improve our site.

The first type of cookies we use are analytical cookies through Google Analytics, Netelixer, and ThomasNet. These allow us to accurately count the number of visitors to our site and see how they access and use our site. These cookies do not collect personal information that identifies you.

The second cookie we use are in-house cookies necessary for the operation of our online store. In this case, cookies are used to maintain a user session and to allow the user to access our shopping cart.

How long we keep your personal information

We will keep your personal information for as long as you are a customer of the Group.

After you stop being a customer, we may keep your data for up to 15 years for one of these reasons:

- To respond to any questions or complaints
- To maintain records according to rules that apply to us.

We may keep your data for longer than 15 years if we cannot delete it for legal, regulatory or technical reasons. If we do, we will make sure that your privacy is protected.

Right of access

You may wish to access a copy of the personal data we hold about you - known as a Subject Access Request. You can do so by writing to or emailing the Data Controller. We will respond to your Subject Access Request as soon as possible and, in any event, within the statutory 30 days.

However, in the event that we need more information from you to verify your identity, which we must do to ensure we disclose your personal data to the right person, the 30-day response period will only commence from the time that we have validated your identity.

How to get a copy of your personal information

You can get a copy of the personal information we hold by writing to us.

Letting us know if your personal information is incorrect

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this.

If you do, we will take reasonable steps to check its accuracy and correct it.

What if you want us to stop using your personal information?

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the 'right to object' and the 'right to erasure', or the 'right to be forgotten'.

There may be legal or other official reasons why we need to keep or use your data. But please tell us if you think that we should not be using it.

If you want to object to how we use your data, or ask us to delete it, please contact us.

How to withdraw your consent

You can withdraw your consent at any time. Please contact us if you want to do so.

How to complain

Please let us know if you are unhappy with how we have used your personal information. You can contact us in writing.

Alternatively you have a right to lodge a complaint with the Information Commissioner's Office (ICO), if you have a complaint with how you believe your personal data has been handled. For more information, please visit <https://ico.org.uk/concerns>.

How to Contact Us

By Email: datacontroller@mocap.co.uk

Correspondence Address: Data Controller
Mocap Ltd
Hortonwood 35
Telford
Shropshire
England
TF1 7YW