

# PRIVACY POLICY

## INTRODUCTION

This Privacy Policy is divided into two parts. Part A applies to third-party users of MM-Eye Ltd websites and Part B applies to MM-Eye Ltd staff.

## INFORMATION ABOUT US

<https://www.mm-eye.com/> is operated by MM-Eye Ltd, a private limited company registered in England and Wales under company number 6379175. Our trading name is MM-Eye Ltd. Registered Office: 82 St. John Street, London, EC1M 4JN. VAT number: GB 918 6769 70.

We are committed to protecting and respecting your privacy. We are responsible for your personal data as a Data Controller under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018

If you have any questions about this policy or how we use your personal information, please contact us using the details at **Contact Us**.

This policy (together with our Terms of Use and any other documents referred to in it) sets out how we process personal data we collect from you or that you provide to us. Please read it carefully.

Your use of our website does not automatically constitute consent to data processing. Where consent is required, we will seek it explicitly.

Our nominated person for data protection matters is **Deborah Fitzpatrick**, Deputy Managing Director of MM-Eye Ltd.

Email: [Deborah.Fitzpatrick@mm-eye.com](mailto:Deborah.Fitzpatrick@mm-eye.com)

## Part A – Privacy Policy – Third Party Website Users

### 1.0 PURPOSE

The purpose of Part A of this policy is to explain how MM-Eye Ltd collects, uses and protects personal data relating to third parties who access our website.

### 2.0 SCOPE

This policy applies to the MM-Eye Ltd website: [www.mm-eye.com](http://www.mm-eye.com).

### 3.0 POLICY

#### 3.1 WHAT INFORMATION DO WE COLLECT?

We collect personal data as defined by applicable data protection legislation. This may include:

- name

- date of birth
- email address
- postal address
- telephone number
- job title and company name
- social media identifiers (such as a Twitter or LinkedIn handle, where relevant)

If you provide services to MM-Eye Ltd, we collect information in line with your contract.

If you purchase goods or services from us, we collect information relating to your transaction history.

We may collect information available in the public domain, including:

- media publications
- publicly available social media content
- Companies House records

We record enquiries, feedback and correspondence for service quality and audit purposes.

We may also collect technical data, including:

- IP address
- browser type and version
- device and usage data

We use aggregated or anonymised data where possible.

### **3.2 HOW DO WE COLLECT INFORMATION?**

We collect personal information when you:

- use our website
- contact us
- register for services or events
- communicate with us by email or other channels

We may also receive information from third parties, such as:

- data providers
- professional contacts

- business partners

We may use third-party enquiry management and analytics tools to understand business interest in our services. Where profiling or automated analysis is used, this will not produce legal or similarly significant effects without human involvement.

### 3.3 WHY DO WE COLLECT THIS INFORMATION?

We process personal data for the following lawful bases under UK GDPR:

- **Consent**, where explicitly obtained (e.g. marketing preferences or optional profiling)
- **Contractual necessity**, where processing is required to deliver services, you have requested
- **Legitimate interests**, where necessary for business operations, website improvement, or communications, provided these interests are not overridden by your rights

### 3.4 HOW DO WE USE THIS INFORMATION?

We use personal information to:

- deliver services and information you request
- manage enquiries and relationships
- send relevant business communications and marketing (where lawful)
- improve our website and services

You may opt out of marketing communications at any time.

### 3.5 DO WE SHARE YOUR INFORMATION WITH ANYONE ELSE?

We may share personal data with:

- third-party service providers (e.g. IT, marketing platforms)
- trusted affiliates
- payment processors
- professional advisers and regulators where required by law

#### **International transfers**

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place, such as:

- UK International Data Transfer Agreements (IDTAs)
- UK Addendum to EU Standard Contractual Clauses

- adequacy regulations where applicable

### **3.6 HOW LONG DO WE KEEP YOUR INFORMATION FOR?**

We retain personal data only for as long as necessary, in accordance with our **Record Retention Policy** and legal obligations.

### **3.7 HOW DO WE PROTECT PERSONAL INFORMATION?**

We use appropriate technical and organisational security measures, including access controls, encryption and staff training.

### **3.8 TRANSPARENCY**

We ensure individuals understand:

- why data is processed
- how it is used
- how rights may be exercised

### **3.9 COMMUNICATING OUR DATA PROTECTION PROCESSES**

We maintain internal guidance, training and governance measures to support compliance.

### **3.10 YOUR RIGHTS**

You have the right to:

- access your personal data
- rectify inaccurate data
- erase data in certain circumstances
- restrict or object to processing
- data portability
- withdraw consent at any time
- object to automated decision-making and profiling

To exercise your rights, contact [info@mm-eye.com](mailto:info@mm-eye.com).

You may lodge a complaint with the **Information Commissioner's Office (ICO)** via:

- [www.ico.org.uk](http://www.ico.org.uk)
- Tel: 0303 123 1113

### **Part B – Privacy Policy – Existing Staff**

Clauses **3.6–3.10 of Part A** apply equally to Part B.

## 7.0 COOKIES

Our website uses cookies in accordance with our **Cookie Policy**. Where required, consent is obtained via a cookie management tool.

## 8.0 CHANGES TO THIS POLICY

We may update this policy from time to time. The latest version will always be available at:

<https://mm-eye.com/privacy-policy>

This Privacy Policy was last reviewed and updated in **January 2026**.

## 9.0 APPROVAL

This policy is effective immediately upon approval.