

McKenzie Intelligence Services Limited

Privacy Notice

Welcome to the privacy notice of McKenzie Intelligence Services Limited (MIS).

This privacy notice provides information on how MIS collects and processes your personal data when you visit our website.

It is important that you read this privacy notice together with our website privacy policy which contains more detailed information about our data processing.

1. Important information and who we are

McKenzie Intelligence Services Limited is the controller and responsible for your personal data.

Questions, comments and requests regarding this Policy are welcomed and should be addressed to McKenzie Intelligence Services Limited, 15 Bishopsgate, London, EC2N 3AR or can be emailed to mail@mckenzieintelligence.co.uk.

2. The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Personal identification information (names, email addresses, phone numbers etc).

We use cookies and other similar technologies to collect data when you visit the following website: <https://www.mckenzieintelligence.co.uk/>. Cookies are files that store information on a computer hard drive or browser, including IP addresses, that allows MIS to recognise when an individual has visited the website before. Most cookies are generated by us and are used to ensure you remain logged in and allow your PC to communicate with our server. Currently, there are also two external cookies, namely Bootstrap CDN Google Analytics and JQuery CDN Google Analytics, which are commonly used and are essential for our website's functionality.

3. How we use your personal data

We will only use your personal data for the purpose for which we collected it which includes the following:

- To register you as a new customer.
- To process and deliver your order.
- To manage your relationship with us.
- To improve our website, products/services, marketing or customer relationships.
- To recommend products or services which may be of interest to you.
- For our business purposes, such as carrying out analytical market research (sometimes using anonymised information), to develop new products or make product recommendations, enhancing our website or apps, improving our services and products, to identify user trends, gauging customer satisfaction and providing customer service.

4. How we share your personal data

We may share and/or process personal information with:

- third parties where consent to such disclosure has been provided;
- our service providers to facilitate delivery of products and services, and for the processing of certain functions;

- government or legal bodies, law enforcement agencies or public authorities when we are compelled to disclose in order to comply with any Data Protection Laws.

Such third parties are not authorised to use personal information in any way other than is required for them to undertake their obligations and further, they are bound under contractual obligations entered in to with MIS to implement appropriate measures to protect such data.

5. International transfers

Your personal information may be transferred to our other offices and/or to third parties, which may be situated outside the EEA and may be processed by staff operating outside the EEA. Such transfer and processing are done in accordance with internationally recognised standards on information security or via express individual consent, or where the transfer is necessary for one of the other reasons set out in the GDPR such as:

- the performance of a contract between us and you;
- reasons of public interest;
- to establish, exercise or defend legal claims, or to protect your vital interests where you may be physically or legally incapable of doing so; and
- in some limited cases, for our legitimate interest.

6. Retention

We may retain certain personal information for any residual aspect of the purposes set out above, or to comply with accounting tax rules and regulations. In all circumstances, however, personal information will not be retained longer than is necessary in relation to the purpose for which such data is processed.

Certain customer, supplier or end-user account information will be held for six years from the end of any contract with us, to ensure we comply with our legal and regulatory obligations.

7. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues (www.ico.org.uk).

All data subjects have the right to:

- control how his/her personal information is used by being asked to provide his/her consent to any collection or processing of the data, prior to this being permissible;
- request to review, correct, update or erase the information previously provided to us;
- request access to the information;
- request it be transferred to another person or organisation; and
- issue a complaint

All such requests should be in writing using the contact information listed below under 'Contact Details'. For any excessive or repeated requests, we may charge a reasonable administrative-cost fee.

8. Further details

If you are looking for more information on how we process your personal data including on data security, data retention and lawful processing bases, please access our website privacy policy.