



Privacy Policy

Mineral, Mineral Digital, mnrl or any variation of our legal name used on this website and in conjunction within our business dealings with you relate to Mineral Digital Ltd.

General Terms

- You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
- If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
- Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
- This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

In accordance with Directive 95/46/EC (GDPR) regulations, personal data must be processed lawfully, fairly, and in a transparent manner in relation to the data subject. We comply with this legislation in the following ways:

What personal data we collect

'Personal data' means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

We collect the following as part of our interactions with you, acting as Data Controller (by which we mean we will determine the purpose for which, and the means by which personal data is processed):

Full name, title, addresses, telephone numbers, email addresses, date of birth, gender

We may also periodically be required to collect, store and use additional personal data, should you provide this to us. If this includes 'sensitive personal data', we will provide a higher level of protection to justify the collection, storage and use of sensitive personal data, such as the below:

Biometric data, criminal record data, ethnicity, genetics, health, political or religious beliefs, sexual orientation or trade union representation.

If we determine the requirement for any sensitive personal data, we will ask for and require your explicit written consent.

How is personal data collected?

We collect personal information via our website interactions with you, namely, your completion of our 'Contact Us' form, or any other contact you instruct via our website, email, telephone or fax.

We may also occasionally collect personal information via third party intermediaries as deemed necessary by you or us, with your explicit permission. Any information provided by third party intermediaries without your explicit permission will be deleted and you will be notified as soon as realistically possible.

Our use of Cookies

We use Cookies to help keep track of your visits and activities. These Cookies help with the operation of our website and your navigation through it. You can choose to enable or disable Cookies in your internet browser, however by default, most internet browsers accept Cookies. For further details, please consult the help menu in your internet browser.

What we use personal data for

We will use your personal data for the following purposes:

- to carry out our obligations arising from any contracts/agreements entered into between you and us and to provide you with the information and services that you request from us;
- to provide you with information about events and services we think may be of interest to you, provided you have opted in to receive such information;
- to process and complete business transactions and send related information, including transaction confirmation and invoices;
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer.

If we are not able to process your personal data whether because you do not consent, you withdraw or limit consent, or for any other reason, we will not be able to achieve the purposes listed above.

Where we send or share personal data

We do not sell or share any personal data without your explicit written consent. Third parties ('data processors' or 'processors') will then only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure, acting as a processor of your data. Where processing is to be carried out on behalf of Mineral Digital Ltd, we shall use only processors providing sufficient guarantees to implement appropriate technical and organisational measures in such a manner that processing will meet the requirements of this Regulation and ensure the protection of the rights of the data subject, in accordance with Directive 95/46/EC Art. 28.

Where we store personal data

Your personal and sensitive data will only be stored and processed on servers based within the European Economic Area (EEA). Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict measures to try to prevent unauthorised access.

Details of these measures are available upon request.

Personal Data retention

We will only retain your data for as long as we deem reasonable for the purposes outlined above, unless explicitly agreed with yourself, we will keep any personal data provided for 12 months from the date of receipt, then delete this information should we not be under contract with yourselves.

Should you ever wish to recover your personal data held by us, you have the following rights:

- to access information held about you;
- to request the deletion or correction of information held about you;
- to object to or restrict the processing of information about you;
- to request that information about you be transferred to another person;
- to complain to the relevant supervisory authority. In the UK this is the Information Commissioner's Office (ICO) <https://ico.org.uk/> whose contact details are as follows:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

You can exercise these rights by contacting us using the following contact details hello@thecma.co.uk