

# DATA PRIVACY POLICY OF MORGAN HOPE INDUSTRIES LIMITED

## INTRODUCTION

This Data Privacy Notice explains how Morgan Hope Industries Limited (referred to as “we” or “us” in this Notice protect and process personal data on behalf of customers and others using our services and website.

Please read this Data Privacy Notice carefully to understand why data is collected and what we do with the data once it is in our possession.

The websites covered by this Notice are:  
[www.morganhope.com](http://www.morganhope.com) and  
[www.reflectionsofme.co.uk](http://www.reflectionsofme.co.uk)

## ACCOUNTABILITY

Data is collected, processed and stored by Morgan Hope Industries Limited who is the data controller. We are a limited company registered in England and Wales under number 02708699.

## PERSONAL DATA

The information we will request from you will depend on what you have asked us to do or what we are contracted to do for you. This Data Privacy Notice is intended for customers only.

Typically, we will need the full name of our customer, contact name, job position, address, telephone number (both landline and mobile) email address and website. When applicable your banking details may be required when making payment.

## CATEGORIES OF PERSONAL DATA HELD

We always keep requests for information to the minimum level required to process customer's orders. In the majority of cases this personal data will be restricted to basic information such as customer name, address and contact details as itemised above.

## SOURCES OF INFORMATION

We may obtain information about customers from a variety of sources:

- You may volunteer the information. This could be done verbally, in writing (including letter, email or fax) or input through our website. All data disclosed by you should be complete, accurate and up to date.
- From websites non-identifiable information about you may be collected.

## USE OF YOUR PERSONAL DATA

The primary reason for asking you to provide personal data is to allow us to carry out your requests, for example, to fulfil an order.

Your information may be used for:

- Verifying your identity
- Communicating with you during the matter
- Keeping financial records of your transactions. We do not store payment card information
- Internal management and planning including keeping records of new enquiries

## HOW LONG WE KEEP YOUR INFORMATION FOR

Information may be held in computers or manual files. We only retain the information for as long as it is necessary to process your order and fulfil our obligations to you, including for the purposes of satisfying any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means and the applicable legal requirement.

## SHARING OF DATA

We do not share personal information with third parties unless required by law. As your information will be stored on computer, it could be shared with our system maintainers for fault diagnostics but we will take steps to protect your data should third party access be required. We do not sell your personal information to third parties.

## DATA TRANSFERRED OUTSIDE THE EEA

Where possible, your personal information will be processed within the EEA. However, we may need to disclose your data to companies physically located outside the EEA. Should this be necessary, the same high level of security precautions will be employed to keep your personal information safe.

## DATA PROTECTION AND SECURITY

We have technological and operational security policies and procedures in place to protect your data from loss, misuse, alteration or unintentional destruction. Our personnel who have access to the information have been trained to respect your confidentiality and to look after the data in our possession.

## VISITORS TO OUR WEBSITES

When someone visits our websites, we use a third party service, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things like the number of visitors to parts of the site. This information is only processed in a way that does not identify anyone. We do not make, and do not allow the third party service, to make any attempt to find out the identities of those visiting our websites.

## INACCURATE INFORMATION

If you think any information we hold about you is incorrect or incomplete or has been changed since you first told us, please let us know as soon as possible so that we can update our records.

## ACCESS TO YOUR PERSONAL INFORMATION

The General Data Protection Regulations replace the Data Protection Act 1998 on 25 May 2018. Under the regulations you are entitled to request a copy of your personal data.

## WHAT HAPPENS IF I DON'T WANT YOU TO USE MY PERSONAL DATA?

The General Data Protection Regulations provide you with 3 rights, the right to object to specific types of processing, the right to be forgotten and the right to restrict processing.

Depending on the nature of the request, we will comply with it to the fullest extent possible, but in some cases, this could mean that we are unable to continue with your order.

If you have opted into marketing but subsequently withdraw your consent, we will act on your request immediately it is received.

In certain situations you can ask for restrictions to be placed on the processing of your data or to exercise your right to be forgotten.

## COMPLAINTS ABOUT THE USE OF YOUR PERSONAL DATA

Please contact Stephen Fisher if you have any complaint or concern over how your data will be used. He will acknowledge your complaint and reply to your concerns. If you are not satisfied with the response, the UK regulator on data protection issues is the Information Commissioners Office.

## JURISDICTION AND APPLICABLE LAW

The English Courts will have exclusive jurisdiction over any claim arising from or related to a visit to our websites or a data breach.