



MyLife Digital Ltd Privacy Policy

1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website and mobile app users; in this policy we explain how we will treat your personal information.
- 1.2 We will ask you to consent to our use of cookies in accordance with the terms of this policy when you first visit our website or use one of our mobile apps.

2. Collecting Personal Information

- 2.1 We may collect, store and use the following kinds of personal information:
 - (a) information about your computer and about your visits to and use of this website or mobile app (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths);
 - (b) information that you provide to us when registering with our website or mobile app (including name, address, email address, telephone number, company/organisation name and job title);
 - (c) information that you provide when completing your profile on our website or mobile app (including your name, profile pictures, gender, date of birth, relationship status, interests and hobbies, educational details and employment details);
 - (d) information that you provide to us for the purpose of requesting information, including sales and marketing communications, subscribing to our email notifications or newsletters (including name, address, email address, telephone number, company/organisation name and job title);
 - (e) information that you provide to us when using the services on our website or mobile app, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use);
 - (f) information relating to any purchases you make of our or any other transactions that you enter into through our website or mobile app (including your name, address, telephone number, email address and card details);
 - (g) information that you post to our website or mobile app for publication on the internet (including your user name, your profile pictures and the content of your posts);
 - (h) information contained in or relating to any communication that you send to us or send through our website or mobile app (including the communication content and metadata associated with the communication);



- (i) any other personal information that you choose to send to us.
- 2.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.
- 3. Using Personal Information**
- 3.1 Personal information submitted to us through our website or mobile app will be used for the purposes specified in this policy or on the relevant pages of the website.
- 3.2 We may use your personal information to:
- (a) administer our website, mobile app and business;
 - (b) personalise our website or mobile app for you;
 - (c) enable your use of the services available on our website or mobile app;
 - (d) send statements, invoices and payment reminders to you, and collect payments from you;
 - (e) send you email notifications, newsletters and sales and marketing communications that you have specifically requested;
 - (f) provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);
 - (g) deal with enquiries and complaints made by or about you relating to our website or mobile app;
 - (h) keep our website or mobile app secure and prevent fraud;
 - (i) verify compliance with the terms and conditions governing the use of our website.
- 3.3 If you submit personal information for publication on our website or mobile app, we will publish and otherwise use that information in accordance with the licence you grant to us.
- 3.4 Your privacy settings can be used to limit the publication of your information on our website, and can be adjusted using privacy controls on the website.
- 3.5 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.



4. Disclosing Personal Information

- 4.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.
- 4.2 We may disclose your personal information to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes set out in this policy.
- 4.3 We may disclose your personal information:
- (a) to the extent that we are required to do so by law;
 - (b) in connection with any ongoing or prospective legal proceedings;
 - (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
 - (d) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
- 4.4 Except as provided in this policy, we will not provide your personal information to third parties.

5. International Data Transfers

- 5.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this policy.
- 5.2 Personal information that you publish on our website or submit for publication on our website may be available, via the internet, around the world. We cannot prevent the use or misuse of such information by others.
- 5.3 You expressly agree to the transfers of personal information described in this Section 5.

6. Retaining Personal Information

- 6.1 This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.
- 6.2 Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes. For example; in the case of retaining your personal information for marketing purposes we will retain your data for 5 years from the last date we had contact with you.



- 6.3 Notwithstanding the other provisions of this Section 6, we will retain documents (including electronic documents) containing personal data:
- (a) to the extent that we are required to do so by law;
 - (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
 - (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

7. Security of Personal Information

- 7.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
- 7.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.
- 7.3 All electronic financial transactions entered into through our website will be protected by encryption technology.
- 7.4 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
- 7.5 You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

8. Amendments

- 8.1 We may update this policy from time to time by publishing a new version on our website.
- 8.2 You should check this page occasionally to ensure you are happy with any changes to this policy.
- 8.3 We may notify you of changes to this policy by email or through the private messaging system on our website.

9. Your Control of Your Data

- 9.1 You may at any time, via the web admin page of your service, see in totality all personal information and data we hold about you or from you; provision of such information will be subject to:
- (a) you having an up to date subscription to the service; and



- (b) accessing the personal data report using your normal account log in and password.
- 9.2 For each set of data, or types of data, we hold, you will be asked either in advance or from time to time, to give express permission for the sharing of that data with the host organisation of the service you are using; and
- 9.3 For each set of data, or types of data, we hold, you will be asked either in advance or from time to time, to give express permission for the sharing of that data with third-parties if that is appropriate or necessary for us to provide the service you have subscribed to.
- 9.4 We will not use your information for marketing purposes without first asking you for express permission using subscribe or unsubscribe functions.

10. Third Party Websites

- 10.1 Our website includes hyperlinks to, and details of, third party websites.
- 10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

11. Updating Information

- 11.1 Please let us know if the personal information that we hold about you needs to be corrected or updated. Our contact details are below in section 14.

12. Cookies

- 12.1 Our website uses cookies.
- 12.2 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 12.3 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
- 12.4 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.
- 12.5 We use both session and persistent cookies on our website.
- 12.6 Most browsers allow you to refuse to accept cookies; for example:



- (a) in Internet Explorer (version 11) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
- (b) in Firefox (version 39) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
- (c) in Chrome (version 44), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.

12.7 Blocking all cookies will have a negative impact upon the usability of many websites.

12.8 If you block cookies, you will not be able to use all the features on our website.

12.9 You can delete cookies already stored on your computer; for example:

- (a) in Internet Explorer (version 11), you must manually delete cookie files (you can find instructions for doing so at <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>);
- (b) in Firefox (version 39), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history" from the drop-down menu, clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- (c) in Chrome (version 44), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Cookies and other site and plug-in data" before clicking "Clear browsing data".

12.10 Deleting cookies will have a negative impact on the usability of many websites.

13. Data Protection Registration

13.1 We are registered as a data controller with the UK Information Commissioner's Office.

13.2 Our data protection registration number is ZA152609.

13.3 To contact our Data Controller please email contact@mylifedigital.co.uk, call 01225 636 280 or write to: MyLife Digital, Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF.

14. Our Details

14.1 This website is owned and operated by MyLife Digital Ltd.



- 14.2 We are registered in England and Wales under registration number 09363196, and our registered and head office is at Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF.
- 14.3 You can contact us by writing to the business address given above, by using our website contact form, by email to contact@mylifedigital.co.uk or by telephone on 01225 636 280.