

# DYNAMIC MOUNTS INTERNATIONAL

IC-105  
IMAGE COURT  
328 MOLESEY ROAD  
WALTON-ON-THAMES  
SURREY  
KT12 3LT  
TEL: +44 203 287 8066  
WWW.MEGA3.TV

Updated: 23-Feb-2020

## Privacy Policy

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and how to contact us and supervisory authorities in the event you have a complaint.

### 1. Who we are

Dynamic Mounts International Limited, uses and is responsible for certain personal information about you. When we do so we are regulated under the Data Protection Act 2018 (and, for so long as the United Kingdom is a member of the European Union, the General Data Protection Regulation 2016) (**Data Legislation**) and we are responsible as 'controller' of that personal information for the purposes of Data Legislation.

### 2. The personal information we collect and use

#### 2.1 Information collected by us, and we use it

We collect the following personal information when you provide it to us:

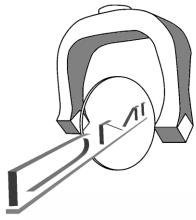
Purpose	Data Type	Lawful Basis*
Responding to an enquiry by you	Identity information Contact details	Responding to your enquiry
Holding your data as a contact for a customer	Identity information Contact details	Performance of contract
Processing & delivery of orders, managing payments, charges & fees recovering money owed to us	Identity information Contact details	Performance of contract Legitimate interests ie debt recovery
Managing our relationship ie notifications regarding contracts, services, policies, surveys, reviews,	Identity information Contact details Marketing, Research	Performance of contract Compliance with legal obligations Legitimate interest ie contemporary records, product development & customer feedback
Participation in surveys & competitions	Identity information Contact details Marketing and communications Tracking how you use our goods, services & website	Performance of contract Legitimate interests ie understanding how customers use our products & services, assist in product development, business development
Administration & protection of our business, website & systems, ie data analysis, maintenance, troubleshooting, system testing, support, reporting, hosting of data	Identity information Technical IT data	Legitimate interest ie provision of IT services, administration, network security, fraud prevention, compliance with legal obligations
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Identity information Contact details Profile Information concerning your account/purchasing history Details of your usage of our website, goods and services Marketing and Communications Technical IT data	Necessary for our legitimate interests (to Necessary for our legitimate interests (to products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	Technical IT data Details of your usage of our website, goods and services	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

\*\*Lawful basis for processing including basis of legitimate interests

If we have your consent, we may use your personal data to make suggestions and recommendations to you about goods or services that may be of interest to you.

If we have your consent, we may pass your contact details to selected third parties to fulfil contracts or orders, provide advice or support etc. We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.





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DMI@MEGA3.TV  
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## **2.2 Information collected from other sources**

We also obtain personal information from other sources as follows:

- **Automated technologies or interactions.** As you interact with our website, we may automatically collect certain technical data (for example, internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and version, operating system and platform and other technology on the devices you use to access this website) about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our [cookie policy](#) for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties such as:
  - (a) technical IT data from the following parties:
    - (i) analytics providers such as Google based outside the EU; and
    - (ii) search information providers such as The BSC, Production Intelligence, Production Guild and GBCT (all based in the UK).
  - (b) identity and contact data from publicly available sources such as Companies House, Experian, IMDb and The Knowledge.

## **3. Who we share your personal information with**

We may share your name and contact details with our affiliates only. This data sharing enables us to deliver goods and/or services to you outside the United Kingdom.

If you consent to receive marketing information from us, including our product updates, we may share your name and contact details with mail delivery systems in order to dispatch them.

We may also share your name and contact details with our third-party logistics suppliers so that we can deliver goods and/or services to you. Some of those third-party recipients may be based outside the European Economic Area — for further information including on how we safeguard your personal data when this occurs, see “Transfer of your information out of the EEA”.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We will share personal information with law enforcement or other authorities if required by applicable law.

We will not share your personal information with any other third party.

## **4. How long your personal information will be kept**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Unless we have your consent to use your data for any other purpose, after conclusion of the contract under which we have received your contact details, we will hold your name and contact details for the period we are required to retain this information by applicable UK tax law (currently 7 years).

## **5. Transfer of your information out of the EEA**

To deliver services to you, it is sometimes necessary for us to share your personal information outside the European Economic Area (EEA), e.g:

- with our service providers located outside the EEA
- if you are based outside the EEA

These transfers are subject to special rules under European and UK data protection law and whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it. We will ensure the transfer complies with data protection law and all personal information will be secure.

## **6. Your rights**

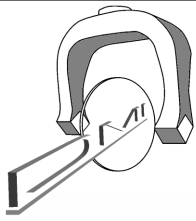
Under the Data Legislation you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit this data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner’s Office (ICO) on individuals’ rights under the Data Legislation.

If you would like to exercise any of those rights, please:

- email, call or write to us (contact details are at the bottom of this page)
- let us have enough information to identify you (eg customer account details, name, job title)
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill)
- let us know the information to which your request relates



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If you would like to unsubscribe from any marketing email communications, you can also click on the 'unsubscribe' button at the bottom of all our marketing emails.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **7. Keeping your personal information secure**

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it.

Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## **8. Third party links**

Our website may include links to third-party websites and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## **9. How to complain**

We hope that we can resolve any query or concern you raise about our use of your information. The Data Legislation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/make-a-complaint/> or telephone: 0303 123 1113.

## **10. Changes to this privacy notice**

This privacy notice was published on 25 May 2018 and last updated on 23 February 2020.

We may change this privacy notice from time to time.

## **11. How to contact us**

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to [info@mega3.tv](mailto:info@mega3.tv), or write to:

DMI Ltd,  
IC-105  
Image Court,  
328 Molesey Road,  
Hersham  
Surrey  
KT12 3PD  
UK