

Privacy Policy

At **Claritech Ltd** (“We”) understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits our websites, www.mtdsimple.co.uk, www.mtdsimple.uk and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links 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.

We act as a controller of personal data in its own right and is responsible for your personal data in connection with its activities.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our Sites. If you do not accept and agree with this Privacy Policy, you must stop using our Sites immediately.

1. Information About Us

- Claritech Limited
- Registered in England under company number 3093947.
- Registered address: 66-68 High Street, Measham, Swadlincote DE12 7HZ. United Kingdom.
- VAT number: GB156933777.
- Data Protection Officer: Iain Tebbutt.
- Email: support@mtsimple.co.uk
- Telephone: 01530 515200

2. What Does This Policy Cover?

This Privacy Policy explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (UK GDPR 2021 and EU Regulation 2016/679) as any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

1. The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 1.
2. The right to access the personal data we hold about you. Part 11 will tell you how to do this.
3. The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 1 to find out more.
4. The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 1 to find out more.
5. The right to restrict (i.e. prevent) the processing of your personal data.
6. The right to object to us using your personal data for a particular purpose or purposes.
7. The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 1.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do You Collect and How

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name (including title)
- Address
- Email address
- Telephone number and/or mobile number

- Business name
- Data you may submit for technical support
- Information about your visit including and any phone number used to call our customer support number.

We collect personal data in the following ways

- From correspondence with us by phone, email or otherwise. This includes information you provide when you purchase our software

6. Cookies

Our sites does not use cookies. Third party sites including payment sites may use cookies and you should refer to their privacy policies.

7. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for the following purposes:

- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us.
- To notify you about changes to our services/goods.

We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

8. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will, therefore, be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- Technical support
Personal information relating to technical support queries will be kept for no longer than seven years.
- Payment information
Any personal information relating to payment details will be deleted when there is no legitimate use to keep it.

If you have any further questions regarding the retention of personal data please contact the Data Protection Officer

9. How and Where Do You Store or Transfer My Personal Data?

All our data is stored in the UK.

10. Do You Share My Personal Data?

We may need to/or be legally required to share certain personal data under the following circumstances:

- In the event that we sell or buy any business assets, in which case we may disclose your personal data to the prospective seller or buyer of such business assets. In this case personal data held by us about our customers will be one of the transferred assets. In the event that we sell, transfers, or merges parts of our operation or assets with a third-party organisation, then the new owners or operators may use your personal data in the same way as set out in this privacy notice.
- If we are required to exchange information with other companies and organisations for the purposes of fraud protection and credit risk reduction (including debt collection agencies).
- If we are required to exchange information to meet regulatory obligations including statutory or regulatory reporting, the detection or prevention of unlawful acts, protecting our rights, property or those of our customers/and or others and are involved in legal proceedings, a court order, or the instructions of a government authority.
- Government departments where reporting is mandatory under applicable law

11. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a Subject Access Request. All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. If your request is manifestly unfounded or excessive (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding. We will respond to your subject access request within 40 calendar days of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

12. Changes to this Privacy Notice

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes to our Privacy Notice will be made available on our website and, where appropriate, notified to you by email.