

## **PRIVACY STATEMENT**

### **INTRODUCTION**

Welcome to the website [medjoolmedia.com](https://medjoolmedia.com/), owned and operated by Medjool Media Ltd ("we," "us," or "our"). We are committed to protecting your personal data and ensuring compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws.

When you access or use our website <https://medjoolmedia.com/>, we may collect personal data, defined as information that can identify an individual, as governed by relevant privacy laws. By using our website, you consent to the collection, use, processing, and disclosure of your personal data as described in this Privacy Statement.

Please note that this Privacy Statement may be updated periodically. We advise you to review it regularly to stay informed about how we process your personal data. If you do not agree with the terms outlined here, please refrain from using our website.

If you have any questions, feel free to contact us using the details below.

### **CONTACT DETAILS**

For any questions or concerns regarding this Privacy Statement or your personal data, you may contact us at:

**Medjool Media Ltd.**  
**2 Heinz Burt Close**  
**Eastleigh, SO50 5GB**  
**United Kingdom**  
**Company registration number: 15966036**  
**Contact: [admin@medjoolmedia.com](mailto:admin@medjoolmedia.com)**

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### **PURPOSES FOR PROCESSING PERSONAL DATA**

We collect and process your personal data for the following purposes:

- To facilitate the establishment and execution of agreements related to digital marketing, analytics, or other services we provide.
- To manage and maintain relationships arising from these agreements, including activities aimed at expanding our customer base.
- To improve your experience on our website by customising content and enhancing usability.
- To respond to customer service enquiries and provide relevant support.
- To send updates or information about our services, where permitted by law and with your consent where required.

- To analyse website traffic and user trends for the improvement of our services and website performance.

## **LAWFUL BASIS FOR PROCESSING**

We will only collect and process your personal data where we have a lawful basis to do so under the UK GDPR. This may include:

- **Performance of a contract:** When processing is necessary to fulfil a contract we have with you.
- **Legitimate interests:** When processing is necessary for our legitimate business interests (e.g., improving services), provided it is not overridden by your rights.
- **Consent:** Where you have given explicit consent, such as signing up for newsletters or marketing materials.
- **Legal obligations:** When we are required to process your data to comply with legal requirements.

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## **DATA COLLECTION**

When you engage with us through our website or contact us via other means, we may request personal data, such as your name, email address, and phone number. When you visit our website, we may automatically collect non-personally identifiable information, such as your web request, IP address, browser type, and date/time of your visit. This information helps us enhance your website experience. Additionally, we may use cookies (small text files) to collect data. You can manage cookies via your browser settings. However, blocking cookies may limit certain functionalities of our website.

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## **DATA SHARING**

We do not sell or share your personal data with third parties, except as described in this Privacy Statement or where we have obtained your consent. We may share your data with trusted third-party service providers who assist us in operating our website or delivering our services, under strict contractual obligations to protect your data. Your personal data will not be used or shared for any purposes beyond those outlined without your prior consent, unless required by law.

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## **THIRD-PARTY LINKS**

Our website may contain links to third-party websites. We are not responsible for the privacy practices of such sites, and we encourage you to review their privacy policies before providing personal data.

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## DATA SECURITY

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse, in line with industry standards. While we take these precautions, please note that no data transmission over the internet is entirely secure. As a result, we cannot guarantee the absolute security of your data.

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## DATA RETENTION

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. We will securely dispose of or anonymise your data when it is no longer required.

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## CHILDREN'S PRIVACY

Our website is not intended for individuals under the age of 13. We do not knowingly collect personal data from children. If we discover that we have inadvertently collected data from a child under 13, we will promptly delete it from our records.

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## YOUR RIGHTS UNDER THE UK GDPR

Under the UK GDPR, you have several rights concerning your personal data. These include:

- **Right to access:** You may request access to the personal data we hold about you.
- **Right to rectification:** You can request the correction of any inaccurate or incomplete data.
- **Right to erasure:** You can request the deletion of your personal data, subject to certain conditions.
- **Right to restrict processing:** You can ask us to limit how we use your personal data in certain situations.
- **Right to data portability:** You can request that we transfer your personal data to another organisation or to you.
- **Right to object:** You may object to our processing of your personal data based on legitimate interests.
- **Right to withdraw consent:** If we process your data based on consent, you may withdraw it at any time.

To exercise any of these rights, please contact us using the details at the top of this Privacy Statement. You also have the right to lodge a complaint with the Information

Commissioner's Office (ICO), the UK's data protection authority, if you believe we have violated your data protection rights.

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#### **UPDATES TO THIS PRIVACY STATEMENT**

We reserve the right to update or modify this Privacy Statement to ensure compliance with relevant laws or to reflect changes in our practices. Any updates will be posted on this website, and the changes will take effect immediately upon posting. We encourage you to review this policy regularly.