

Privacy Policy

Last updated: 20th May 2025

Thank you for visiting **www.mmov-care.com** ("**Site**"). Your privacy is important to us.

This Privacy Policy explains how **[Mighty Men of Valour]** ("**we**", "**us**", "**our**") collects, uses, shares and protects your personal data, and describes the rights you have under the **UK General Data Protection Regulation ("UK GDPR")** and the **Data Protection Act 2018**.

Not legal advice – This template is intended as general information. Please adapt it to your own circumstances and seek professional advice if necessary.

1 Who we are (data controller)

Controller	Details
Name	Mighty Men of Valour
Registered address	Square Root Business Centre, 102-116 Windmill Road, Croydon, Surrey CR0 2XQ, UK
Company / VAT number	05515628
Contact email	mightymenofvalour@live.co.uk
Telephone	0800 073 1325
Data Protection Officer (if applicable)	Frederick Clarke

If you have any questions about this notice or how we handle your personal data, please email us at **mightymenofvalour@live.co.uk** or write to the address above.

2 What personal data we collect

Category	Examples
Identity data	first name, last name, username or similar identifier, title, date of birth
Contact data	billing address, delivery address, email address, telephone numbers

Account credentials	passwords, password hints and similar security information
Transaction data	details about payments to and from you, order history
Technical data	IP address, login data, browser type and version, time-zone setting, operating system and platform, device identifiers, cookies
Usage data	information about how you use our Site, products and services
Marketing & communications data	your preferences in receiving marketing from us and your communication preferences
Special category data	<i>We do not intentionally collect special category (sensitive) data. If you voluntarily provide such data, you consent to our processing it for the purpose supplied.</i>

Children: Our Site is **not directed at children under 13** and we do not knowingly collect personal data relating to children.

3 How we obtain your data

- **Direct interactions** – you give us data when you create an account, purchase a product, subscribe to a newsletter or contact us.
- **Automated technologies** – we collect Technical and Usage data via cookies, server logs and similar technologies.
- **Third-party sources** – analytics providers (e.g. Google), advertising networks, payment processors, publicly available registers.

4 Purposes & lawful bases for processing

Purpose	Lawful basis (Article 6 UK GDPR)
Register you as a customer & manage your account	Performance of a contract with you (Art 6 (1)(b))
Process and deliver your order (payments, fees, charges, refunds)	Performance of a contract; compliance with legal obligations (Art 6 (1)(b)(c))

Respond to enquiries & provide customer support	Legitimate interests (to serve customers) (Art 6 (1)(f))
Send service emails (order confirmations, password resets)	Performance of a contract (Art 6 (1)(b))
Send marketing newsletters	Consent (Art 6 (1)(a)); you may withdraw at any time
Improve our Site, products & services (analytics, testing, troubleshooting, statistical reporting)	Legitimate interests (to keep Site updated and develop business) (Art 6 (1)(f))
Fraud prevention & security monitoring	Legitimate interests (protect business and customers) (Art 6 (1)(f)); legal obligations (Art 6 (1)(c))

Where we rely on legitimate interests, we have balanced those interests against your rights and expectations.

5 Cookies & similar technologies

We use cookies and similar technologies to recognise you, remember your preferences and measure Site performance. For full details please see our separate **Cookie Policy**.

You can control cookies through your browser settings and, where required by law, we will request your consent before placing non-essential cookies.

6 Sharing your personal data

We share your personal data only when necessary and in accordance with the law:

- **Service providers** acting as processors (e.g. hosting companies, payment gateways, email service providers, analytics providers) who provide IT and system administration services.
- **Professional advisers** including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- **Regulators and authorities** who require reporting of processing activities in certain circumstances (e.g. HMRC, courts, the Information Commissioner's Office).

- **Business transfers** – if we merge, sell or reorganise our business, personal data may be transferred to a successor.

All processors are bound by contractual obligations to keep data confidential and to process it only according to our instructions.

7 International transfers

Some of our external partners are based outside the UK so their processing may involve a transfer of data internationally. Whenever we transfer your personal data out of the UK we ensure a similar degree of protection is afforded to it by using:

- **Adequacy regulations** (countries deemed to provide an adequate level of protection); or
 - **Standard Contractual Clauses** approved for use in the UK, together with supplementary measures where necessary.
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8 Data security

We have put in place appropriate technical and organisational measures to prevent your personal data from being accidentally lost, used, accessed, altered or disclosed in an unauthorised way, including:

- encryption in transit and at rest;
- role-based access controls;
- regular security testing and monitoring;
- staff data-protection training.

We limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know.

9 Data retention

We keep personal data only for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, accounting or reporting requirements. Generally:

- Customer accounts – retained for **6 years** after last activity;
 - Transaction records – retained for **6 years** for tax compliance;
 - Marketing consents – retained until you opt out or withdraw consent.
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When retention ends, we delete or anonymise the data. We may retain anonymised statistical data indefinitely.

10 Your legal rights

Under UK GDPR you have rights to:

1. **Access** – request a copy of the personal data we hold about you;
2. **Rectification** – ask us to correct incomplete or inaccurate data;
3. **Erasure** – request deletion of your data where there is no good reason for us continuing to process it;
4. **Restriction** – ask us to suspend processing of your data;
5. **Portability** – receive your data in a structured, commonly used, machine-readable format and have it transferred to another controller;
6. **Object** – object to processing based on legitimate interests or direct marketing;
7. **Withdraw consent** – where we rely on consent you may withdraw it at any time.

You also have the right to complain to the **Information Commissioner's Office (ICO)** at ico.org.uk or 0303 123 1113. We would appreciate the chance to address your concerns first, so please contact us.

11 Automated decision-making

We do **not** use your personal data for automated decision-making that produces legal or similarly significant effects.

12 Third-party links

Our Site 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 sites and encourage you to read their privacy notices.

13 Changes to this Privacy Policy

We may update this Policy from time to time to keep it current with legal requirements and our operations. Updates will be posted on this page and, where appropriate, notified to you by email.

14 Contact us

If you have questions about this Privacy Policy or your personal data, please contact:

Data Protection Officer (if applicable)

Frederick Clarke

Email: **mightymenofvalour@live.co.uk**

Address: **Square Root Business Centre, 102-116 Windmill Road, Croydon, Surrey
CR0 2XQ, UK**