



Privacy Policy

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics which includes name, email address, telephone number, business address and position

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Completion of online contact form
- Call to our sales team
- Request for further information via our contact email address

We use the information that you have given us in order to:

- Provide relevant information regarding our products
- Notify recipients of new products or updated information
- Provide technical and customer support

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent - you are able to remove your consent at any time. You can do this by contacting mav.gdpr@mav-systems.com or calling 0300 800 3050
- We have a legitimate interest

How we store your personal information

Your information is securely stored on our CRM system which offers stringent security measures. The CRM system is only accessible by a limited number of employees who require direct access to information that is required to perform their job role.

We keep contact information for the duration of work partnerships unless requests are received for the removal of any or all information retained. Should a working partnership cease, or a response is not received to relevant information sent within a 12 month period, all information pertaining to an individual will be deleted from the CRM system with no further correspondence attempted.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.



Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at mav.gdpr@mav-systems.com or 0300 800 3050 if you wish to make a request.

Our contact details

Name: MAV Systems Ltd

Address: Lullingstone Park Farm Offices, Eynsford, Kent, DA4 0JA

Phone Number: 0300 800 3050

E-mail: anpr@anprcameras.com

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at mav.gdpr@mav-systems.com or 0300 800 3050.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>