

 LMI Solutions Ltd	Document Reference	LMI.POL.15
	Title	GDPR Data Policy

LMI Solutions Ltd Data Protection Policy (GDPR Compliance)

Reviewed: April 2025

At LMI Solutions, we are committed to protecting and respecting your privacy. This Data Protection Policy outlines how we collect, use, store, and protect your personal data in compliance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

1. Introduction

LMI Solutions is a UK-based company and, as such, complies with all applicable UK data protection laws, including the GDPR. This policy explains our practices regarding personal data and provides transparency on how we ensure your privacy and security.

By visiting our website and using our services, you acknowledge and agree to the terms of this policy.

2. What Personal Data We Collect

We may collect and process the following types of personal data:

- **Identity Data:** Name, username, title, date of birth, etc.
- **Contact Data:** Email address, telephone number, address.
- **Technical Data:** IP address, browser type, browsing patterns, device information.
- **Usage Data:** Information about how you use our website and services.
- **Marketing and Communications Data:** Preferences in receiving marketing communications from us.

We only collect personal data that is necessary to fulfil the purposes outlined in this policy.

3. How We Collect Your Personal Data

We collect personal data in the following ways:

- Directly from you, such as when you sign up for an account, make a purchase, or contact us for customer support.
- Automatically as you interact with our website through cookies and similar technologies.
- From third parties, such as website partners and analytic providers.

4. How We Use Your Personal Data

We may use your personal data for the following purposes:

 LMI Solutions Ltd	Document Reference	LMI.POL.15
	Title	GDPR Data Policy

- To provide information you have requested directly.
- To improve and personalise our products and services.
- To communicate with you about your account or transactions.
- To send you marketing communications (**with your consent**).
- To monitor and analyse website activity and user engagement.
- To comply with legal obligations or defend legal claims.

5. Legal Bases for Processing Personal Data

We process your personal data on the following legal bases:

- **Consent:** When you have given your consent for us to use your data.
- **Contractual necessity:** To fulfil contractual obligations with you.
- **Legal obligation:** To comply with legal and regulatory requirements.
- **Legitimate interests:** To pursue legitimate interests such as improving our services or preventing fraud, where these interests do not override your rights and freedoms.

6. How We Store Your Personal Data

We implement appropriate technical and organisational measures to ensure the security and confidentiality of your personal data. We store personal data securely on our servers, and access is restricted to authorised personnel only. We retain your personal data for no longer than necessary to fulfil the purposes for which it was collected.

7. Your Rights Under GDPR

As a data subject, you have the following rights under the GDPR:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete data.
- **Right to Erasure:** You can request the deletion of your personal data under certain circumstances.
- **Right to Restrict Processing:** You can request us to limit the processing of your personal data under certain conditions.
- **Right to Data Portability:** You can request that we provide your data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your personal data, including for direct marketing purposes.
- **Right to Withdraw Consent:** You can withdraw your consent at any time, where processing is based on consent.

To exercise any of these rights, please contact us using the details provided below.

8. Cookies

 LMI Solutions Ltd	Document Reference	LMI.POL.15
	Title	GDPR Data Policy

Our website uses cookies and similar technologies to improve user experience. For detailed information on how we use cookies and how you can manage your preferences, please see our Cookie Policy.

9. Sharing Your Data

We do not share your personal data with third parties except in the following circumstances:

- With trusted service providers who assist us in running our website and delivering services (e.g., payment processors, email services).
- To comply with legal obligations or respond to lawful requests from government authorities.
- In connection with a business transaction, such as a merger or acquisition.

10. International Transfers of Personal Data

We may transfer your personal data outside the UK for processing by our service providers. When transferring personal data outside the UK, we ensure that adequate safeguards are in place to protect your data in accordance with applicable data protection laws.

11. Security of Your Personal Data

We take data security seriously and implement a range of measures to protect your personal data, including encryption, firewalls, and secure servers. However, please note that no data transmission over the internet can be guaranteed as 100% secure. While we strive to protect your personal data, we cannot guarantee its absolute security.

12. Changes to This Policy

We may update this Data Protection Policy from time to time. Any changes will be posted on this page, and the date of the most recent update will be noted at the top of this policy. We encourage you to review this policy periodically to stay informed about how we are protecting your personal data.

13. Contact Us

If you have any questions about this Data Protection Policy, our data processing practices, or wish to exercise your rights, please contact us at:

- **Email:** sales@lmiltd.com
- **Phone:** +44(0)1942 820088