

## Privacy Statement

The Animated Laser Company cares about and respects your privacy. For this reason, we collect and use personal data only as it might be needed for us to deliver to you our products, services and websites (collectively, our "Services"). Your personal data includes information such as:

- Name
- Address
- Telephone number
- Email address
- Other data collected that could directly or indirectly identify you

Our Privacy Policy is intended to describe to you how and what data we collect, and how and why we use your personal data. It also describes options we provide for you to access, update or otherwise take control of your personal data that we process.

### Cookies

Our website does not use cookies

### Analytics

Tools that collect anonymous data about how visitors use our site and how it performs. We use this to improve our products, services and user experience.

### Essential

Tools that enable essential services and functionality, including identity verification, service continuity and site security. Opt out is not available.

### What information do we collect?

We collect information to provide the best possible experience when you use our Services. Much of what you consider personal data is collected directly from you when you:

1. create an account or purchase any of our Services (e.g.: billing information, including name, address, contact telephone numbers and email addresses. We do not take credit or debit cards therefore we hold no card data;
2. request assistance from our Customer Services team (e.g.: telephone number);

However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance. These methods of collection may not be as obvious, so we wanted to explain what these might be (as they vary from time to time) and how they work:

Account related information is collected in association with your use of our Services, such as account number, products you have purchased, when products renew or expire, information requests, support requests, and notes or details on our interactions.

### **How we use information.**

We strongly believe in both reducing the amount of data we collect and limiting the use and purpose of that data to only:

1. Data for which we have been given permission
2. Data necessary to deliver the Services you purchase or interact with
3. Data we might be required or permitted to keep for legal compliance or other lawful purposes.

These uses include: Delivering, improving, updating, and enhancing the Services we provide to you. We collect information relating to your purchase, use, and/or interactions with our Services. We utilise this information to:

- Improve and optimise the operation and performance of our Services (again, including our websites and mobile applications)
- Diagnose problems with and identify any security risks, errors, or needed enhancements to the Services
- Detect and prevent fraud and abuse of our Services and systems

Often, much of the data we collect is aggregated or statistical data about how individuals use our Services, and is not linked to any personal data., But as it is itself personal data, or it can be linked or linkable to personal data, we treat it accordingly.

### **Sharing with trusted third parties.**

We only share your personal data as necessary for any third party to provide the services as requested or as needed on our behalf. These third parties (and any subcontractors) are subject to strict data processing terms and conditions and are prohibited from utilising, sharing or retaining your personal data for any purpose other than as they have been specifically contracted for (or without your consent).

Communicating with you. We may contact you directly, or through a third-party service provider, regarding products or services you have signed up or purchased from us, such as necessary to deliver transactional or service related communications. We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed based upon legitimate interests. You don't need to provide consent as a condition to purchase our goods or services. These contacts may include:

- Email
- Telephone calls

You may also update your subscription preferences with respect to receiving communications from us and/or our partners by contacting us via email.

If we collect information from you in connection with a co-branded offer, it will be clear at the point of collection who is collecting the information and whose privacy policy applies. In addition, it will describe any options you have in regards to the use and/or sharing of your personal data with a co-branded partner, as well as how to exercise those options.

Transfer of personal data abroad. If you utilise our Services from a country other than the country where our servers are located, your communications with us may result in transferring your personal data across international borders. Also, when you call us or initiate a chat, we may provide you with support from one of our global locations outside your country of origin. Your personal data will be transferred and processed outside of the EEA. In these cases, your personal data is handled according to this Privacy Policy.

Compliance with legal, regulatory and law enforcement requests. We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of legal process. We will also share your information to the extent necessary to comply with ICANN or any ccTLD rules, regulations, and policies when you register a domain name with us.

Third-party websites. Our website and our mobile applications contain links to third-party websites. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

### **How you can access, update or delete your data.**

If you make a request to delete your personal data and that data is necessary for the products or services you have purchased, the request will be honoured only to the extent it is no longer necessary for any Services purchased or required for our legitimate business purposes or legal or contractual record keeping requirements. Should you wish for all data to be removed, all services will be automatically terminated at the same time.

### **How we secure, store, and retain your data.**

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilisation of encryption where appropriate.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract, or similar obligations applicable to our business operations;
- for preserving, resolving, defending, or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you can contact us.

### **Age restrictions.**

Our Services are available for purchase only for those over the age of 18. Our Services are not targeted to, intended to be consumed by or designed to entice individuals under the age of 18. If you know of or have reason to believe anyone under the age of 18 has provided us with any personal data, please contact us.

### **Changes in our Privacy Policy.**

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this Privacy Policy, we will notify you by means of a notice on our home page, at least thirty (30) days prior to the implementation of the changes.

### **Contact us.**

If you have any questions, concerns or complaints about our Privacy Policy, our practices, or our Services, you may contact our Office by email at [privacy@mis-ltd.net](mailto:privacy@mis-ltd.net). In the alternative, you may contact us by either of the following means:

- By Phone: 0330 223 0744

We will respond to all requests, enquiries or concerns within thirty (30) days.