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## PRIVACY POLICY

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### BACKGROUND:

He-Man Dual Controls Ltd understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website [www.he-mandualcontrols.co.uk](http://www.he-mandualcontrols.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

### 1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

**"personal data"** means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"); and

**"We/Us/Our"** means He-Man Dual Controls Ltd, a limited company registered in England under company number 00255130, whose registered address is He Man Works, Cable Street, Southampton, Hampshire, SO14 5AR.

### 2. Information About Us

2.1 Our Site is owned by He-Man Dual Controls Ltd and is managed on Our behalf by CTCentral, Ocean Village Innovation Centre, Ocean Village, Southampton, Hampshire, SO14 3JZ.

2.2 Our Data Protection Officer is Andy Appleby and can be contacted by email at [andyappleby@he-mandualcontrols.co.uk](mailto:andyappleby@he-mandualcontrols.co.uk), by telephone on 02380 226952 or by post at He Man Works, Cable Street, Southampton, Hampshire, SO14 5AR.

2.3 We are registered with the Information Commissioner's Office under the following number: ZA393096

### 3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

### 4. Your Rights

4.1 As a data subject, you have the following rights under the GDPR, which this

Policy and Our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about Our collection and use of personal data;
  - 4.1.2 The right of access to the personal data We hold about you (see section 12);
  - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 13);
  - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 13);
  - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
  - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7 The right to object to Us using your personal data for particular purposes; and
  - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 13 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.
- 4.3 For further information about your rights, please contact the Information Commissioner’s Office or your local Citizens Advice Bureau.

## 5. **What Data Do We Collect?**

- 5.1 We only collect the following data as a result of you using Our site:
- a) Your IP address;
  - b) A time stamp of when you visit each page of Our Site.
- 5.2 None of the data described at paras 5.1(a or b) is retained or used for any other purpose than Our Site traffic analysis and We do not pass the data obtained to any other third-party.
- 5.3 In addition, Google Analytics acts as a Data Processor under Our control to monitor traffic flow through Our Site. However, Google does not provide Us with any data that would allow Us to identify a web user in any way and Google are contractually bound to Us to process data gathered from users of Our Site in accordance with their own privacy policy which may viewed at <https://privacy.google.com/businesses/compliance>.

## 6. **How Do We Use Your Data?**

Other than for analytical purposes, We do not process, retain or store any personal information gathered from your use of Our Site.

7. **Do We Share Your Data?**

We will not share any of your data with any third parties for any purposes.

8. **Your Right to Withhold Information**

You may access Our Site without providing any data at all.

9. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us using the contact information provided at Para 2.

10. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.