



Mintivo: Privacy Policy Notice

The policy: This privacy policy notice is served by Mintivo td, Unit 2 Avon Reach, Chippenham, Wiltshire. SN15 1EE under the website; [www.mintivo.co.uk]. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, [Business name & other trading names].
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- Mintivo Ltd. are registered with the ICO under the Data Protection Register, our registration number is: ZA348074.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR your rights are as follows. You can read more about your rights in details here;

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.



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Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

- Google Analytics (full details on the Google Analytics cookie here: <https://policies.google.com/privacy>)
- Albacross

Information about the consent to Albacross processing of personal data

We obtain your consent to the processing of personal data on the behalf of Albacross Nordic AB ("Albacross").

Information collected from cookies set in your device that qualify as personal data will be processed by Albacross, a company offering lead identification and ad targeting services with offices in Stockholm and Krakow. Please see below for full contact details.

The purpose for the processing of the personal data is that it enables Albacross to improve a service rendered to us and our website (e.g "Lead Generation" service), by adding data to their database about companies.

The data that is collected and used by Albacross to achieve this purpose is information about the IP-address from which you visited our website, and technical information that enables Albacross to tell apart different visitors from the same IP-address. Albacross stores the domain from form input in order to correlate the IP-address with your employer.

For the full information about our processing of personal information, please see our full Privacy Policy.

You may at any time withdraw your consent to this processing. Such withdrawal may be made either by contacting us, or by contacting Albacross directly.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

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Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third-party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all MailChimp lists, by following this link, otherwise contact the EMS provider.

Our EMS provider is; MailChimp. We hold the following information about you within our EMS system;

- First name
- Last name
- Email address
- I.P address
- Subscription time & date

Resources & further information

[Overview of the GDPR - General Data Protection Regulation](#)

[Data Protection Act 2018](#)

[Privacy and Electronic Communications Regulations 2003](#)

[The Guide to the PECR 2003](#)

[Google Privacy Policy](#)

[Mailchimp Privacy Policy](#)

Get in touch today

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