

MEVCO Privacy Policy - GDPR

Effective Date: October 28, 2024

Introduction

At MEVCO ("we," "us," or "our"), we're committed to protecting your privacy. This means handling your personal data in line with the General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website [<https://mevco.com>] (the "Site").

What information do we collect?

- **Information you give us:**
 - Your name
 - Your email address
 - Your phone number
 - Your postal address
 - Your social media handles (if you choose to provide them)
 - Your job title (if relevant)
- **Information we collect automatically:**
 - Your IP address
 - Your browser type
 - The pages you visit on our Site
 - The time you spend on our Site

How do we use cookies?

Our Site uses cookies to improve your experience. Cookies are small text files that are placed on your computer or mobile device when you visit a website. We use the following types of cookies:

- **Essential cookies:** These cookies are necessary for the Site to function properly.
- **Analytical cookies:** These cookies help us understand how visitors use our Site so we can improve it. For example, we use Google Analytics to track website traffic.

- **Marketing cookies:** These cookies are used to track your online activity and show you ads that are relevant to your interests.

You can control cookies through your browser settings. Most browsers allow you to block all cookies or to block only third-party cookies. However, if you block cookies, some parts of our Site may not function properly.

Why do we collect your data?

We collect and use your data for the following reasons:

- **To provide and improve our Site:** We use your data to operate our website, provide customer support, and improve your experience on the Site. For example, we use your IP address to diagnose problems with our server and to administer our Site.
- **To respond to your requests:** We use your data to respond to your comments, questions, and requests. For example, we use your email address to respond to your inquiries.
- **To provide you with information, products, or services:** We use your data to provide you with information, products, or services that you request from us. For example, we use your postal address to ship products you order.
- **To send you marketing communications:** With your consent, we may use your data to send you emails and other communications about new products, special offers, and other updates that may be of interest to you. You can unsubscribe from these communications at any time.
- **To comply with legal obligations:** We may use your data to comply with legal obligations, such as tax reporting requirements.

What is our legal basis for processing your data?

We rely on the following legal bases to process your personal data:

- **Consent:** We will obtain your consent before collecting or using your personal data for marketing purposes.
- **Contractual Necessity:** We process your data when it's necessary to fulfill a contract with you (e.g., to process your orders).
- **Legal Obligation:** We process your data when we are legally required to do so (e.g., for tax purposes).

- **Legitimate Interests:** We may process your data when it's necessary for our legitimate interests, such as to improve our Site and services, prevent fraud, and protect our legal rights, as long as these interests don't override your fundamental rights and freedoms. For example, we use your browsing history to improve the content and functionality of our Site.

Who do we share your data with?

We may share your information with the following categories of third parties:

- **Service providers:** We share data with service providers who help us with things like website hosting (e.g., Amazon Web Services), data analysis (e.g., Google Analytics), payment processing (e.g., Stripe), order fulfillment, IT support, customer service, email delivery (e.g., Mailchimp), credit card processing, and auditing. We have contracts with these providers requiring them to protect your data.
- **Business partners:** We may share data with business partners with whom we jointly offer products or services, or whose products or services we believe may be of interest to you. We will only do this with your consent.
- **Potential acquirers:** We may share data in connection with or during negotiations of any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Do we transfer your data internationally?

If we transfer your personal data outside of the European Economic Area (EEA), we will ensure that the transfer is lawful and that appropriate safeguards are in place to protect your data. This may include using Standard Contractual Clauses approved by the European Commission or relying on adequacy decisions for countries with adequate data protection laws.

How long do we keep your data?

We will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, or to comply with legal obligations. For example, we may keep your order history for a certain period to comply with tax laws.

How do we protect your data?

We take appropriate technical and organizational measures to safeguard your personal data and protect it against unauthorized access, loss, destruction, or alteration. These measures include:

- **Encryption:** We use encryption to protect your data when it is transmitted over the internet.
- **Access controls:** We restrict access to your personal data to authorized personnel only.
- **Security audits:** We regularly conduct security audits to ensure that our security measures are effective.

What are your rights under GDPR?

Under the GDPR, you have the following rights:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccuracies in your data.
- **Right to Erasure ('Right to be Forgotten'):** You can request the deletion of your personal data, subject to certain conditions.
- **Right to Restrict Processing:** You can request that we restrict the processing of your personal data in certain circumstances.
- **Right to Data Portability:** You can request a copy of your personal data in a structured, commonly used, and machine-readable format, and to have that data transmitted to another controller.
- **Right to Object:** You can object to the processing of your personal data in certain circumstances, including where your data is processed for direct marketing purposes.
- **Right to Withdraw Consent:** You can withdraw your consent at any time, where processing is based on consent.

How can you exercise your rights?

To exercise any of your rights under the GDPR, please contact us using the contact details below. We will respond to your request within one month.

Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page and, where appropriate, by email.

Contact Us

If you have any questions about this Privacy Policy or wish to exercise any of your rights under the GDPR, please contact us:

- **By email:** info@mevco.com
- **By phone:** 309-585-2075
- **By mail:** 3 Quest Drive #108, Bloomington, IL 61704, USA