

PRIVACY AND COOKIE POLICY

Type of website: Ecommerce and Software as a Service

Effective date: 12th March 2025

www.mysoftwaregroup.co.uk (the "Site") is owned and operated by My Software Group Ltd. They can be contacted by emailing info@mysoftwaregroup.co.uk.

1. Purpose

- 1.1 The purpose of this policy (this "Privacy and Cookie Policy") is to inform users of our Site of the following:
- a) The personal data we will collect;
 - b) Use of collected data;
 - c) Who has access to the data collected;
 - d) The rights of Site users; and
 - e) The Site's cookie policy.
 - f) This Privacy and Cookie Policy applies in addition to the terms and conditions of our Site.

2. GDPR

- 2.1 For users in the European Union, we adhere to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (the "GDPR"). For users in the United Kingdom, we adhere to the GDPR as enshrined in the Data Protection Act 2018.

3. Consent

- 3.1 By using our Site users agree that they consent to the conditions set out in this Privacy and Cookie Policy.
- 3.2 When the legal basis for us processing your personal data is that you have provided your consent to that processing, you may withdraw your consent at any time. If you withdraw your consent, it will not make processing which we completed before you withdrew your consent unlawful.
- 3.3 You can withdraw your consent by: contacting us in writing by emailing info@mysoftwaregroup.co.uk.

4. Legal Basis for Processing

4.1 We collect and process personal data about users only when we have a legal basis for doing so under applicable data protection laws.

4.2 We rely on the following legal bases to collect and process the personal data of users:

- a) Users have provided their consent to the processing of their data for one or more specific purposes; and
- b) Processing of user personal data is necessary for the performance of our contract with users and to provide our services. If a user does not provide the required personal data, we may be unable to provide all or part of our services to that user.
- c) Our legitimate interest.

5. Personal Data We Collect

5.1 We collect data that helps us achieve the purposes set out in this Privacy and Cookie Policy and as otherwise permitted by applicable law. We will notify you of any material changes to our data collection practices in accordance with applicable law.

6. Data Collected Automatically

6.1 When you visit and use our Site, we may automatically collect and store the following information:

- a) IP Location
- b) Location
- c) Clicked links
- d) Content viewed

7. Data Collected in a Non-Automatic Way

7.1 We may also collect the following data when you perform certain functions on our Site:

- a) First and last name
- b) Age
- c) Date of birth
- d) Sex
- e) Email address
- f) Phone number
- g) Address
- h) Payment information
- i) Auto fill data

7.2 This data may be collected using the following methods:

- a) Creating an account
- b) Visiting our website
- c) Contacting us
- d) Using our software services

8. How We Use Personal Data

8.1 Data collected on our Site will only be used for the purposes specified in this Privacy and Cookie Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy and Cookie Policy.

8.2 The data we collect automatically is used for the following purposes:

- a) Analytics and optimisation of the Site and Services.

- b) The data we collect when the user performs certain functions may be used for communication with you and for accounting and finance.

9. Who We Share Personal Data With

9.1 We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy and Cookie Policy.

9.2 We will not sell or share your data with other third parties, except in the following cases:

- a) If the law requires it;
- b) If it is required for any legal proceeding;
- c) To prove or protect our legal rights; and
- d) To buyers or potential buyers of this business in the event that we seek to sell the business.

9.3 If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

10. How Long We Store Personal Data

User data will be stored for as long as necessary to achieve the purposes set out in this Privacy and Cookie Policy, to comply with our legal obligations, or to protect our legitimate business interests. We may retain anonymized or aggregated data for analytics and improvement of our services. We will handle any personal data in accordance with our data retention policies and applicable law.

11. How We Protect Your Personal Data

11.1 We implement appropriate technical and organisational measures to protect your personal data, including strong encryption, secure facilities, and restricted access controls. Access to personal data is limited to authorised personnel, service providers, and contractors who are bound by appropriate confidentiality obligations. While we strive to use commercially acceptable means to protect your personal data, no method of transmission over the Internet or electronic storage is 100% secure.

11.2 While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

12. Your Rights as a User

12.1 Under the GDPR, you have the following rights:

- a) Right to be informed
- b) Right of access
- c) Right to rectification
- d) Right to erasure
- e) Right to restrict processing
- f) Right to data portability
- g) Right to object.

13. Children

The minimum age to use our website is 18 years of age. We do not knowingly collect or use personal data from children under 16 years of age. If we learn that we have collected personal data from a child under 16 years of age, the personal data will be deleted as soon as possible. If a child under 16 years of age has provided us with personal data their parent or guardian may contact us.

14. How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, or if you would like to exercise any of your other rights under the GDPR, please contact us.

15. Cookies

15.1 A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

15.2 We use the following types of cookies on our Site:

- a) Functional cookies – Functional cookies are used to remember the selections you make on our Site so that your selections are saved for your next visits;

- b) Analytical cookies – Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc;
- c) Targeting cookies – Targeting cookies collect data on how you use the Site and your preferences. This allows us to personalise the information you see on our Site for you; and

15.3 Third-Party Cookies – Third-party cookies are created by a website other than ours. We may use third-party cookies to achieve the following purposes: monitor user preferences to tailor advertisements around their interests.

15.4 A full list of the cookies available can be found below in the Cookie Schedule.

16. Modifications

This Privacy and Cookie Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy and Cookie Policy we will update the “Effective Date” at the top of this Privacy and Cookie Policy. We recommend that our users periodically review our Privacy and Cookie Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy and Cookie Policy.

17. Complaints

If you have any complaints about how we process your personal data, please contact us first through the contact methods listed in the *Contact Information* section so we can attempt to resolve your concerns. Any disputes arising from or relating to our processing of your personal data will be exclusively governed by English law and subject to the exclusive jurisdiction of the English courts. If you remain unsatisfied after contacting us, you have the right to lodge a complaint with the Information Commissioner's Office or other applicable supervisory authority.

18. Contact Information

If you have any questions, concerns or complaints, you can contact us by emailing info@mysoftwaregroup.co.uk.

COOKIE SCHEDULE

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please contact us to let us know.

Strictly necessary

We use the following strictly necessary cookies:

Description of Cookie	Provider	Duration	Purpose
ssr-caching	Wix	Less than a minute	Indicates how a site was rendered.
server-session-bind	My Software Group	Session	Maintains server session.
__cf_bm	Various (Cloudflare)	1 hour	Supports Cloudflare Bot Management.
XSRF-TOKEN	My Software Group	Session	Enhances security by preventing cross-site request forgery.
hs	Wix	1 year, 1 month & 4 days	Security related cookie.
svSession	Wix	Session	Identifies unique visitors and tracks sessions.

Analytical/performance

We use the following analytical/performance cookies:

Description of Cookie	Provider	Duration	Purpose
__gcl_au	Google Tag Manager	3 months	Evaluates ad efficiency.

Functionality

We use the following functionality cookies:

Description of Cookie	Provider	Duration	Purpose
(No specific functionality cookies are used at this time)			

Targeting

We use the following targeting cookies:

Description of Cookie	Provider	Duration	Purpose
(No specific targeting cookies are used at this time)			