

Privacy Policy

In connection with your use of the www.moiproduct.co.uk platform, we ask that you read this Privacy Policy (hereinafter referred to as the "Policy").

When processing personal data, we are governed by Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and the free movement of such data (General Data Protection Regulation - GDPR) and the UK Data Protection Act 2018.

Protecting the personal information you entrust to us is important to us, and we do everything we can to ensure your data is secure. The purpose of this Policy is to explain how your personal data is processed when using our website (www.moiproduct.co.uk) and any related mobile applications.

The website and apps are owned and operated by MOI PRODUCT UK LIMITED, a private limited company registered in England and Wales.

BY USING THE WEBSITE AND APPS, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREED TO THIS PRIVACY POLICY. If you do not agree, you must:

- Delete your account or contact us to request deletion of your data.
- Cancel any subscriptions via Apple (for iOS users) or Google (for Android users).
- Remove the app from your devices.

Who we are and how to contact us

Business Name: MOI PRODUCT UK LIMITED

Legal Form: Private Limited Company

Company Number: 16303730

Email: info@moiproduct.co.uk

We will respond to inquiries as soon as possible.

Supervisory Authority

If you have concerns about how your personal data is handled, you can contact the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection:

ICO Contact Details

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Telephone: 0303 123 1113

Website: [ICO Website](https://ico.org.uk)

What type of Personal Data do we collect?

We process personal data for various purposes, including:

- **Customer Registration**

Users can browse the e-shop and purchase goods without registering. However, users may also register an account to facilitate faster checkouts.

- **Purchase of Goods**

Personal data is processed for order processing and fulfillment based on contractual necessity.

- **Tracking Data and Cookies**

Cookies and tracking technologies are used to monitor activity, performance, and analytics. Users can control cookies through their browser settings.

- **Newsletter Subscription**

If consent is given, we use your email to send newsletters regarding promotions and company updates. You may unsubscribe at any time.

- **Competitions**

Personal data may be processed for participation in competitions, based on user consent.

Legal basis for processing Personal Data

We process personal data under different legal bases, including:

- Performance of a contract (e.g., order fulfillment).
- Legal compliance (e.g., tax and accounting obligations).
- Legitimate interest (e.g., fraud prevention).
- Consent (e.g., marketing emails).

Data Security and Sharing

Your personal data is stored securely and protected against unauthorised access. We may share your data with:

- Technical service providers who operate our website and infrastructure.
- Payment processors to handle transactions.
- Logistics companies for order deliveries.

Links to other websites

Our website may contain links to third-party websites. We are not responsible for their privacy practices, and we encourage you to review their policies.

How long do we keep data?

Personal data is retained only as long as necessary:

- For the duration of the contractual relationship.
- To comply with legal obligations (e.g., tax laws).
- Until the withdrawal of consent for marketing communications.

Your rights regarding Personal Data

Under the UK GDPR, you have the following rights:

- **Right of Access**
You may request details of personal data we hold about you.
- **Right to Rectification**
You may request correction of inaccurate or incomplete data.
- **Right to Restrict Processing**
Under certain conditions, you may request restricted use of your data.
- **Right to Erasure ("Right to be Forgotten")**
You may request deletion of your personal data, unless required for legal reasons.
- **Right to Data Portability**
You may request a copy of your data in a machine-readable format.
- **Right to Withdraw Consent**
If processing is based on consent, you may withdraw it at any time.
- **Right to Lodge a Complaint**
If you believe your data rights have been violated, you can contact the Information Commissioner's Office (ICO).

Children's Privacy

Our product is multifunctional and may be used in children's rooms for purposes such as toy storage. However, we do not intentionally collect personal data from children. We do not target or collect information from children under the age of 13 through our website, products, or services.

If we discover that personal data has been inadvertently collected from a child under 13, we will take steps to delete that information immediately. We encourage parents and guardians to monitor their children's use of online platforms and to ensure that personal information is not shared without appropriate consent.

Changes to this Privacy Policy

We may unilaterally change or amend the Privacy Policy at any time. The new version of the Privacy Policy will take effect 15 days after being published on the website. We will notify users via email of any significant changes.

Contact Us

If you have any questions about this privacy policy or wish to exercise your rights, please contact us at:

Email: info@moipproduct.co.uk

Effective Date: 01 June 2024