

PRIVACY NOTICE & GDPR

Purpose of this notice

To describe how we collect and use personal data about you in accordance with the General Data Protection Regulation (GDPR).

What we need

XTA Electronics Ltd are committed to protecting and respecting your privacy. We will only collect basic personal data about you which does not include any special categories of personal information. This does however include name, address, e-mail, telephone number, financial information (such as payment information).

Why we need it

We need to know your basic personal data in order to provide goods and services to you, process your orders, provide you with marketing, tell you about our products and services, etc. We will not collect any personal data from you if we do not need to provide and oversee this service to you.

What we do with it

We only ever use your personal data with your consent, or where it is necessary:

- to enter into, or perform, a contract with you
- to comply with a legal duty
- to protect your vital interests
- for our own (or a third party's) lawful interests, provided your rights don't override these.

In any event, we will only use your information for the purpose or purposes it was collected for (or for closely related purposes).

We may process personal information for certain business purposes, which include some or all of the following:

- where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our customers
- to inform our end users and those who distribute our products
- to inform you of company news
- to identify and prevent fraud
- to enhance the security of our network and information systems
- to better understand how people interact with our websites
- to determine the effectiveness of promotional campaigns and advertising.

Whenever we process data for these purposes, we will ensure that we always keep your personal data rights in high regard and take account of these rights at all times. When we process your personal data we will make sure that we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws.

Our legitimate business interests do not automatically override your interests - we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

You have the right to object to this processing if you wish, and if you wish to do so, please email info@xta.co.uk. Please bear in mind that if you object this may affect our ability to carry out tasks above for your benefit.

XTA Electronics Ltd, MC² Audio, Ultrafide Audio

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