



Privacy Policy

The current version of this document is up to date. Any future versions or changes to this document must also be approved by the author and the Executive Team and issued on a version-controlled basis under their signature. This document has been stored at Safe Storage.

Privacy Statement Summary:

This Privacy Policy ("**Policy**") explains how your information is collected, used and disclosed by MIEKA LTD ("**we**" / "**us**" / "**our**"). This Policy applies where we are acting as a Data Controller, where we determine the purposes and means of the processing of that personal data, for example with respect to the personal data of our website visitors, service users, clients, partners etc.

Who will use my data?	MIEKA LTD
What for?	We will store and process your data in order to allow us to provide our products and services. This includes information such as your name, contact details, account and login details, billing and payment information, and information about how you use our products and services If you contact us, we may also send you information that we think you will be interested in. This may include a range of related products and services. We will also send any relevant details to authorities and any other organisation that requires them by law.
What will happen if I contact you?	If you contact us, we will use your data to send you the information that you have requested and updates, and other information that we think you will be interested in. This may include a range of related products and services.
What data will be stored?	We will store your personal details in order to provide our services and run our company. This includes your contact details, company information, and in some cases financial information such as billing and payment details, and usage data about how you interact with our products and services.
What data will be shared?	We will not share your data with any third parties other than as described here, to fulfil our obligations to you, operate and develop our company, and to protect our interests. We will only share any data that is particularly relevant to our process in order to provide the services that we offer. We may share your information with regulators or legal bodies that request it. We may also share your data with international organisations, for instance, our cloud hosting and IT service providers. Where this is the case, we will ensure your data is kept secure and appropriate controls, agreements, risk assessments have been completed.

How long?	Most of your data will be stored for up to 7 years following the last contact we have with you, after which time it will be deleted. Some categories are kept for shorter periods — for example, technical and usage data for 3 years. The retention table in this Policy sets out the period for each purpose. For more information please refer to our Data Retention Policy.
Who can access my data?	We will never sell your personal data. We will only share it with the categories of third party described in this Policy, and only for the purposes set out here. Access to your data is carefully controlled.
How is my data kept secure?	We will store your data on secure servers. We use industry standard security protocols/technology to secure your data.

About This Privacy Policy

This policy sets out how we will collect, store, and process the information you provide to us, the information we collect as a result of our interaction, the information we collect about you from other sources, or the information we derive about you by using the information we hold.

This policy helps to protect us from data security risks, including breaches of confidentiality, failing to offer choice, reputational damage, and any other risks inherent in the collection, storage, or processing of your data.

With this policy, we will work towards meeting the following goals:

- Ensuring the protection of the individual's privacy rights and personal information
- Promoting transparency and accountability in the processing of personal information
- Minimising the risk of data breaches and unauthorised access to personal information
- Compliance with applicable laws, regulations, and guidelines
- Establishing a framework for effective management of personal information

Principles of Processing Personal Information

The UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 describe how organisations must collect, handle, process, and store personal information. These rules apply regardless of whether data is stored electronically, on paper or other materials. To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. The UK GDPR is underpinned by seven key principles. These say that personal data must:

- Be processed lawfully, fairly and in a transparent manner;
- Be collected only for specified, explicit and legitimate purposes;
- Be adequate, relevant and limited to what is necessary for those purposes;
- Be accurate and, where necessary, kept up to date;
- Not be kept for longer than is necessary;
- Be processed securely, with protection against unauthorised or unlawful processing and against accidental loss or damage;
- Be handled in a way that allows us to demonstrate our accountability for compliance.

We take these responsibilities seriously; this document describes our approach to data protection.

Who We Are And How To Contact Us

MIEKA LTD is a company registered in England and Wales with company number 13157225. We are registered with the Information Commissioner's Office. The Data Protection Lead is Kaan Ucak. You can contact us in any of the following ways:

Data Protection Lead: Kaan Ucak

Email Address: info@mieka.co.uk

Company: MIEKA LTD

Address: 81-83 Fulham High Street, London. UNITED Kingdom. SW6 3JW

Contact Number: 07583767471

[Privacy Policy](#)

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To whom does this privacy policy apply?

We process your data to offer you our products and services and to run our company. This applies to all data we hold relating to identifiable individuals, even if that information technically falls outside of the UK GDPR. This policy relates to the following identified categories of data subjects:

- clients
- customers
- suppliers
- partners
- website visitors

What this policy applies to?

This section describes the purposes for processing your data and applies to the information about yourself that you choose to provide us with or that you allow us to collect. This includes:

- The information you provide when you contact us
- When you contact us to discuss using our services
- Information we collect about how you use the website
- Information relating to services we offer to you and other transactions including financial and other personal information required to complete these transactions
- Information that is given and stored as part of our ongoing relationship
- Information we collect as a result of our interaction,
- The information we collect about you from other sources,
- or information we derive about you by using the information we hold.

We do not routinely collect or process special categories of personal data about you. These include details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic or biometric data. Nor do we routinely collect information about criminal convictions and offences. However, where we do process such data, we will identify a condition for processing under Article 9 of the UK GDPR — obtaining your explicit consent where that is the condition we rely on — and, for criminal convictions and offences data, a condition under Schedule 1 to the Data Protection Act 2018, supported by an appropriate policy document where the law requires one. We will take appropriate precautions to protect that data.

Where your information reaches us from

Your information arrives with us by one of three routes:

You tell us. Most of what we hold, you have given us: Identity, Contact and Financial details supplied when you enquire about a product, complete a form on our site, place an order, sign a contract, ask to join our mailing list, or simply telephone, write or email.

Our systems record it. Visiting our site generates Technical and Usage data on its own — the pages you open, the device and browser you use, and how you found us. Cookies and comparable technologies do this recording, and the Cookies Policy section below explains how to limit them.

Someone else passes it to us. Analytics providers report Technical data to us. Less often, we check or complete Identity and Contact details against public registers such as Companies House.

Children and young people

We deal with organisations and with adults acting on their own behalf, not with children. No part of our site or our services is aimed at children, and we do not knowingly hold information about them. If you believe we hold data about a child, tell us and we will remove it.

How your information will be collected and used?

Throughout this Policy, and in the table below, we use the following shorthand for the kinds of information we may hold about you:

Identity — who you are: title, forename and surname, and where you deal with us for an organisation, your role and employer.

Contact — how we reach you: postal and billing address, email address, and landline or mobile number.

Financial — what we need in order to take or make a payment, such as bank account or card details.

Transaction — a record of what you have bought from us and of the payments that have passed between us.

Technical — what your device tells us when you visit our site: IP address, device type, operating system, browser and version, time zone and approximate location.

Usage — how you actually use our site, products and services, including the pages and features you open.

Profile — what you want from us: your settings and preferences, survey answers and any feedback you send.

Marketing and Communications — whether you wish to hear from us, and the channel you prefer us to use.

We will only use your personal data for the purposes for which we collected it and as you would reasonably expect your data to be processed and only where there is a lawful basis for such processing, for example:

Purpose/Activity	Type of data	Lawful basis for processing	Length of data retention
To register you as a new customer	a. Identity b. Contact	a. Performance of a contract with you	b. 7 years from the end of our relationship with you, for accounting, tax and legal record-

			keeping
To process and deliver the products and services you request including digital signages, and to manage payments, fees and charges.	a. Identity b. Contact c. Financial d. Transaction e. Marketing and Communications	a. Performance of a contract with you b. Necessary for our legitimate interests to recover debts owed to us	c. 7 years from the end of our relationship with you, for accounting, tax and legal record-keeping
To manage our ongoing relationship with you which will include notifying you about changes to our terms, services or privacy policy, to maintain our records	a. Identity b. Contact c. Profile d. Marketing and Communications	a. Performance of a contract with you b. Necessary to comply with a legal obligation c. Necessary for our legitimate interests to keep our records updated and to study how customers use our services	d. 7 years from the end of our relationship with you, for accounting, tax and legal record-keeping
To administer and protect our business and our site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	a. Identity b. Contact c. Technical	a. Necessary for our legitimate interests for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise b. Necessary to comply with a legal obligation	c. 3 years from your last visit to our site or use of our services
To use data analytics to improve our website, services, marketing, customer relationships and experiences	a. Technical b. Usage	a. Necessary for our legitimate interests to define types of customers for our services, to keep our site updated and relevant, to develop our business and to	c. 3 years from your last visit to our site

		inform our marketing strategy, for our analysis of data collected through essential cookies b. Consent, for placing analytics, functionality and marketing cookies on your device and for our analysis of the data they collect	
To make suggestions and recommendations to you about services that may be of interest to you	a. Identity b. Contact c. Technical d. Usage e. Profile	a. Consent, where we market to you by email, text message or telephone as an individual (including sole traders and unincorporated partnerships) b. Necessary for our legitimate interests to develop our services and grow our business, where we market to corporate contacts, subject to your right to object at any time. We screen marketing calls against the Telephone Preference Service and Corporate Telephone Preference Service registers	c. 3 years from our last exchange with you

We may collect and process information about you, including your name, date of birth, address, contact details (including email address and mobile phone number), payment and transaction details, and records of your communications with us. We may take personal information from a range of sources.

We may also create aggregated or anonymised data from your personal data (for example, statistical or demographic data). Aggregated data does not directly or indirectly identify you and is not treated as personal data. We may use and share such aggregated data for any lawful purpose, including analysing usage of our products and services and improving them.

We will use your data for the purpose it was collected. Where we have your consent or another lawful basis, we may also use your personal information to send you marketing communications about services, promotions, and offers that may be of interest to you. This document explains how you can manage your communication preferences. Please note that, even if you opt out of marketing communications, we may still send you important service-related messages, including those necessary for the provision of any services we offer you. You will only receive marketing communications from us if:

- You requested information from us
- You provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications
- You have not opted out of receiving marketing
- We have an appropriate lawful basis for processing your personal data for this purpose

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you do not provide that data when asked, we may not be able to perform the contract we have or are trying to enter into with you. In that case, we may have to stop providing a service to you, and we will tell you if that is the position.

We do not make decisions about you based solely on automated processing that produce legal effects concerning you or similarly significantly affect you. Where we use your Profile, Technical and Usage data to tailor suggestions and recommendations, a person remains involved in any decision that affects the service you receive. If this changes, we will tell you and explain the logic involved and the consequences for you, and you will have the right to obtain human intervention, to express your point of view and to contest the decision.

How to change your preferences

We operate in line with the UK GDPR and the Data Protection Act 2018. We respect your rights and will respond to any request for access to personal information and requests to delete, rectify or transfer data and to stop processing. We will also advise you on how to complain to the relevant authorities. Where possible any requests or objections should be made in writing to the Data Controller, or you can visit our website, call, or email us to contact us to exercise your rights, make a complaint, or change your preferences at any time.

Opting out at a later date

You have the right to amend or withdraw your consent at any time, including opting out of marketing communications or the processing of financial data. You can also object to the processing of your data and request its deletion. We respect all data subject rights as defined in the UK GDPR. If you have any questions, comments, or wish to file a complaint, please contact us.

How we store and process your data

Your data will be collected, stored and processed securely. In case where we transfer your data internationally, we will ensure we take appropriate precautions to protect this data. Most of your data will normally be stored for up to 7 years in order to meet our legal obligations and protect our interests; some categories are kept for shorter periods, as set out in the retention table above.

Where we transfer your personal data outside the UK (for example, to cloud hosting or IT service providers), we ensure a similar degree of protection by relying on UK adequacy regulations, the ICO's International Data Transfer Agreement or the UK International Data Transfer Addendum to the EU standard contractual clauses, supported where required by a transfer risk assessment, or another lawful transfer mechanism. Further detail is available on request.

Where you hold an account with us, you are responsible for keeping your login details and password confidential. Please do not share your password with anyone.

Please let us know if your personal details change so that we can keep the information we hold about you accurate and up to date.

We will only use your personal data for the purposes for which it was collected unless we reasonably believe that another use is necessary and compatible with the original purpose. If you would like more information about the compatibility of a new purpose with the original purpose, please contact us. If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis for doing so.

In certain circumstances, we may be legally required to disclose your personal information without your knowledge. These circumstances include legal obligations, ongoing or prospective legal proceedings, or to establish, exercise, or defend our legal rights. This may involve providing information to others for fraud prevention or credit risk reduction. We may also disclose information if we believe a court or other competent authority would likely order us to do so.

Our obligations

As the Data Controller, we are legally responsible for the handling of the information you provide to us. We are committed to complying with the UK GDPR and the Data Protection Act 2018 in all aspects of how we use and share your personal data.

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

Access — ask for a copy of what we hold about you, together with confirmation that we are processing it lawfully. This is commonly called a subject access request.

Correction — ask us to put right anything we hold that is inaccurate or incomplete. We may ask you to evidence the corrected version before we rely on it.

Erasure — ask us to delete data we no longer have good reason to keep. Where the law obliges us to retain something, we will say so and explain why.

Objection — where our basis is legitimate interests, object if your circumstances mean the processing affects your rights and freedoms. Direct marketing you may object to at any time, without giving a reason, and we will stop.

Restriction — ask us to pause processing rather than delete it: while we check data you have disputed, where you would rather we froze data than erased it, where you need it kept for a legal claim, or while we consider an objection you have raised.

Portability — ask us to send your data to you or on to another provider in a structured, machine-readable file. This covers only data you gave us under consent or a contract and that we hold electronically.

Withdrawing consent — where consent is our basis, take it back whenever you wish. Anything done before you withdrew remains lawful, and we will tell you if withdrawal means a service can no longer be provided.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and

ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We aim to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Third Parties

We may have to share your personal data with selected third parties in order to meet our obligations to you and for the purposes described in this document:

- Service providers who provide IT and system administration services;
- Third parties including data processors, suppliers, service providers, equipment providers, and other third parties as required to run and grow our business;
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, credit scoring, banking, legal, fraud protection, insurance and accounting services;
- Other technology companies providing tracking, analytics, and advertising companies;
- Social media companies;
- Partners and other organisations involved in the provision of our services to you and as required to operate our company;
- Government organisation, regulators, other legal authorities and other relevant jurisdictions who require reporting of processing activities in certain circumstances;
- Third parties to whom we sell, transfer, or merge parts of our business or our assets;
- Other companies as required to meet our obligations to you and run our business.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

Security

We have implemented appropriate security measures to protect your personal data from accidental loss, unauthorised access, use, alteration, or disclosure. Access to your data is

restricted to employees, agents, contractors, and third parties who have a legitimate business need to know. They are authorised to process your data only under our instructions and are bound by confidentiality obligations.

In compliance with UK GDPR requirements, we will report any personal data breach to the Information Commissioner's Office within 72 hours of becoming aware of it, where required, and will notify affected individuals without undue delay where the breach is likely to result in a high risk to their rights and freedoms. If you have any questions or concerns regarding your data usage, please contact us.

Our website may contain links to third-party websites, plug-ins, and applications. Interacting with these links or connections may enable third parties to collect or share your data. We have no control over these third-party websites and are not responsible for their privacy practices. We encourage you to review the privacy policy of each website you visit after leaving our site.

Cookies Policy

MIEKA uses cookies on this website to help it function properly and to improve your experience.

What are cookies?

A cookie is a small text file that a website asks to place on your device when you visit. Cookies allow a website to recognise your browser over time and remember information about your visit, such as your preferences or how you use the site.

How MIEKA uses cookies

We use cookies to:

- Enable core website functionality
- Analyse web traffic and understand which pages are being used, so we can improve the site (traffic log / analytics cookies)
- Tailor the website to your preferences, likes and dislikes
- Support any marketing or advertising features on the site, where used

Traffic and analytics data is used only for statistical analysis. It is not linked to your identity beyond what you choose to share with us, and is removed from our systems once it is no longer needed for that purpose.

Categories of cookies we use

Category	Purpose	Can you opt out?
Essential	Required for the website to function (e.g. security, navigation)	No — these are necessary for the site to work
Analytics	Helps us understand site usage and improve performance	Yes
Functionality	Remembers your preferences and settings	Yes
Marketing	Used to deliver relevant content or ads, where applicable	Yes

Your consent and choices

When you first visit the MIEKA website, you will be shown a cookie banner allowing you to accept or decline non-essential cookies, and to choose which categories you consent to. You can change your preferences at any time by returning to the cookie settings on our site, or by adjusting your browser settings to block or delete cookies.

Please note that declining certain cookies may limit some website features.

A cookie does not give MIEKA access to your device or to any personal information beyond the data you choose to share with us.

Scope

This policy applies to visitors to the MIEKA website in the United Kingdom. MIEKA does not offer goods or services to, or process the personal data of, individuals in the European Union, and this policy is not intended to address EU data protection requirements (e.g. GDPR). It is intended to reflect UK requirements under the UK GDPR and the Privacy and Electronic Communications Regulations (PECR).

Contacting us, exercising your information rights and Complaints

If you have any questions or comments about this Privacy Policy, wish to exercise your information rights in connection with the personal data you have shared with us or wish to complain, please contact: Kaan Ucak, MIEKA LTD. We aim to process data protection requests within one month, SAR responses are usually free, but we reserve the right to charge for excessive or unfounded requests. We take our data protection obligations seriously and will assist in any investigation or request made by the appropriate authorities. We would appreciate the opportunity to address your concerns before you approach the Information Commissioner's Office, so please contact us in the first instance.

If you remain dissatisfied, you have the right to complain directly to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues, at www.ico.org.uk or on 0303 123 1113.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, our services, or legal requirements. Any changes will be posted on this page and, where appropriate, notified to you. We encourage you to review this Policy periodically to stay informed about how we protect your information. This Policy was last reviewed in August 2026.