

Learn more about our Privacy Policy and Cookies

Our full name: Magenta Corporation Limited. We are trading in the UK and internationally under Magenta and Maxoptra brands.

Our registered address is: **71-75 Shelton Street London Greater London WC2H 9JQ**,

Tel: [+44\(0\) 203 880 6174](tel:+44(0)2038806174).

We are the Controller in respect of the personal data of people we communicate with via our website(s), our software or other communication channels.

We may change this Policy from time to time so please check this page occasionally to sure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy, Personal Data and our privacy practices should be sent by email to privacy@maxoptra.com, or privacy@magenta-technology.com, or by writing to us at **71-75 Shelton Street London Greater London WC2H 9JQ**.

Why do we collect your Personal Data?

We are collecting your personal data for the following purpose(s):

- To give those, who have requested it, access to our Maxoptra and Magenta services, including services under Free Trial Terms and Conditions
- To schedule either a Maxoptra software or Magenta software demonstration, as explicitly requested by those persons who have completed the relevant information request form on either of our websites maxoptra.com and magenta-technology.com .
- To keep you informed regarding our products and services.

The legal basis for the processing of your personal data for us, Magenta Corporation Limited, can be determined as follows:

- You as a data subject have given consent to the processing of your personal data for one or more specific purposes;
- Processing is necessary for the performance of a contract to which you as a data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- Processing is necessary for the purposes of the legitimate interests pursued by us.

By providing us with your personal data you are consenting for us to keep in touch with you regarding our products and services, receive our electronic newsletters and any other electronic marketing information issued by our organisation. You have the right to retract consent at any time and all electronic communications will include the required 'opt out' functionality.

If you have requested a free trial of our Maxoptra software or Magenta software, or we have an actual Licence and (or) Service agreement with the company you are working for, processing your personal data is necessary for the performance of the software and services requested. We conclude that there is a legitimate business interest in us keeping you informed regarding our products and services.

If you have expressed an interest, or submitted a form, via our websites (maxoptra.com or magenta-technology.com) or sent us an enquiry email we conclude that there is a legitimate business interest in us keeping you informed regarding our products and services.

If your corporate email address or telephone number was obtained from a public source (such as a professional or social network, a media source or specific industry database) such public source information, together with your publicly available professional background information, identifies that your professional interests could be in alignment with the scope of our software products and services. Therefore, we conclude that there is legitimate business interest in us keep you informed about our products and services.

What are your rights?

You have certain rights in relation to the personal data we hold about you, which we describe in detail below. Some of them are only applicable in certain circumstances, which are detailed below. We've also outlined how to exercise these rights. Please note that we will require you to verify your identity before responding to any requests to exercise your rights, and this may include a set of security questions to ensure that it is you. If you have appointed someone else to fulfill a request on your behalf, that person and / or organization must present a valid power of attorney issued by you. We must respond to your request to exercise these rights without undue delay and within at least one month (although this period may be extended by another two months under certain circumstances). To exercise any of your rights, please contact us by email at privacy@maxoptra.com or privacy@magenta-technology.com or by emailing us at 71-75 Shelton Street London Greater London WC2H 9JQ.

1. **Right to access data:** you have the right to know if we are processing personal data about you, and if we do, to access the data we hold about you and certain information about how we use it and with whom we share it (including categories of personal data, we transfer to companies information about their use in direct marketing, as well as the names and addresses of these companies).
You can also request a copy of your information. If you require more than one copy of the data we hold about you, we may charge a reasonable administration fee.
We may not provide you with certain personal information if providing it would violate the rights of others (for example, if providing the personal information we hold about you would disclose information about another person) or if another exception applies.
2. **Right to data portability:** If Magenta automatically processes your personal data based on your consent or agreement, you have the right to receive a copy of your data in a structured, commonly used and machine-readable format that can be transferred to you or to a person you specify. If you would like us to transfer personal data to another party, please make sure that you indicate that party, and please note that we can only do so where technically possible. We are not responsible for the security of personal data or their processing after they have been received by a third party. We also cannot provide you with certain data if their provision may violate the rights of others.
3. **Right to data rectification:** You have the right to correct any inaccurate personal information about you. You can also request a fix by emailing us. Please note that in some cases we may ask you to explain in detail why you believe that the personal data we hold about you is inaccurate or incomplete, so that we can assess if a correction is required. Please note that while we assess whether the personal data we hold about you is inaccurate or incomplete, you can exercise your right to restrict our processing of the relevant data as described below.
4. **Right to erasure: you can request that we delete the personal data we hold about you under certain circumstances. Scroll down to find out what it is:**
 - You believe that we no longer need to keep the personal data we hold about you.

- We process the personal data we hold about you on the basis of your consent and you want to withdraw your consent and there is no other basis on which we can process personal data.
- We process the personal data we hold about you based on our legitimate interests, and you object to such processing. Please provide us with details of your arguments so that we can assess whether we have a primary interest in retaining such personal data.
- You no longer want us to use the personal information we hold about you to send you promotions and special offers.
- You believe that your personal data that we hold is being processed by us unlawfully

Please also note that you can exercise your right to restrict our data processing while we are considering your request, as described below.

Please provide as much information as possible about the reasons for your request to help us determine if you have a compelling reason to delete. Please note that we may retain personal data if there is a compelling legal reason to do so (for example, to protect legal claims or freedom of expression), but we will let you know if this is the case.

If you have requested that we delete data that we have made public and there are grounds for deletion, we will take reasonable steps to try to inform others who display data or provide links to data in order to delete that data.

5. **Your right to object to data processing based on a legitimate interest:** You have the right to object to the processing of your personal data based on Magenta's legitimate interest. Magenta will not continue to process personal data unless we are able to provide a legal basis for processing that takes precedence over your interests and rights, or in connection with claims, you also have the right to object to our processing of data about you, and we consider your request.
6. **Right to restrict data processing:** You have the right to require us to stop processing your personal data that we hold, except for storage purposes under certain circumstances. Please note that if we stop processing personal data, we may use it again if there is a compelling reason for us under data protection law (for example, to defend legal claims or to protect others).

Below are the cases when you can request that we stop processing and only store the personal data that we hold about you:

- You believe that the personal data is inaccurate for the period necessary for us to verify your claim.
- You want to delete your personal data because the processing we are doing is illegal, but you want us to store your personal data only for storage and stop processing it.
- We want to delete personal data because it is no longer needed for our purposes, but you require it to be stored in order to assert, exercise or defend legal claims.
- You have objected to our processing of the personal data we hold about you based on our legitimate interest, and you want us to stop processing personal data while we determine whether we have a preferential interest in retaining such personal data.

7. Other rights.

Your choice

Please note that you can request copies and sources of personal data that we hold about you and, if you request, we will restrict our use to the extent required by law. your personal data (or correct, delete or transfer).

If we rely on your consent to process your data, you can revoke your consent at any time by giving us a notice.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Your provision of personal data to us is not a contractual or legal requirement.

We store personal data for the entire period necessary for their processing, unless we receive explicit instructions from the named individual, or organisation, to remove personal data records. In addition, we may store your personal data for the period established by applicable law.

Transfer and storage of personal data

Any transfer of your personal data is carried out in accordance with applicable laws and without violating your legal rights.

We may transfer personal data to a country outside the UK or the European Union that has not been approved by the European Commission as a safe transfer country (no decision has been taken on the adequacy of data protection measures). If necessary, Magenta uses the Standard Contractual Clauses (https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en) to provide the same level of protection as in the EU / UK, or other legal basis for the transfer of data.

All information that you provide to us is stored on our secure servers. If we have provided you (or you have chosen) a password that allows you to access certain parts of our site, you are responsible for maintaining the confidentiality of that password. We ask you not to share your password with anyone.

Magenta is very concerned about protecting the privacy of your personal information. We have security measures, including administrative, physical and electronic measures, to protect against loss, disclosure, misuse, or alteration of information we receive from you while using the services.

Profiling

We may analyse your personal information to create a profile of your business interests and preferences so that we can contact you with the information that is most relevant to your business. We may make use of additional information about you when it is available from external sources to help us do this effectively.

Use of 'Cookies'

We use cookies for statistics to continually improve our website.

Cookies are a small piece of data sent from a website and stored in the user's web browser while the user is browsing it. Every time the user loads the website, the browser sends the cookie back to the server to notify the user's previous activity.

Our websites maxoptra.com and magenta-technology.com uses the following cookies:

Functional Cookies to track the pages you visits via Google Analytics.

Targeting Cookies to allow you to share pages via Add This.

How to stop Cookies

All modern browsers allow you to change your cookie settings. These settings are typically found in the 'options' or 'preferences' menu of a browser. In order to understand these settings, the following links may be helpful, otherwise you should use the 'Help' option in your browser for more details or visit sites:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Mozilla Firefox](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari](#)

Updates to this Policy

Last update of this policy: June 2021