

Privacy Policy

Introduction

This policy is valid across all Miit 'services' including our app.

By 'personal data' we mean identifiable information about you.

This policy notice may be updated occasionally. When a change is significant, we will notify you.

Who we are

'We' in this document refers to BAF Group Ltd.

BAF Group Ltd. is the data controller of personal data that you submit to us or data that we collect when you use our services.

If you would like to know what information we hold about you or if you have any other questions, please email info@baf-group.co.uk

The information we collect from you

We use your personal data primarily to operate our app and to provide you with the services you have requested.

Nearly all information we collect comes directly from you. When you use our services we may ask you to provide personal data such as signing up, creating your card. You are not required to give us your data but in cases when you do not, you may be unable to use parts of our services.

The information that we collect includes but is not limited to:

- Personal identifiers (for example: name, contact details, social media profile URLs)

Where we collect personal data, we process it only:

- Where we have legitimate interest

or

- Where we have your consent

Personally identifiable data that you add to your digital card will be accessible to other users of the app in the following circumstances:

Your **name** and **job title** will be visible to all users of the app within Bluetooth proximity of your device (approximately 20 meters) when the application's sharing option is set to *Sharing* or *Privacy Mode*.

All personally identifiable data that you add to your card will be visible to users of the app within Bluetooth proximity of your device (approximately 20 meters) when the application's sharing option is set to *Sharing* mode.

All personally identifiable data that you add to your card can be shared with users of the app when in *Privacy Mode*, but only after explicit confirmation by yourself before that data is shared.

If we do not collect your personal data, we may not be able to provide you with some of our services and some features may not be available to you.

How we use your information

We use your personal data primarily to operate our app and to provide you with the services you have requested.

We may use your personal data to communicate with you in the following ways:

- Answering your requests or questions
- Sending you information that we are required to send
- Informing you of operational changes to our services
- Sending marketing communications to your stated preference
- Asking you to participate in any research that we may conduct
- Resolving technical support problems

Monitoring your use of services to conduct technical analysis to improve our services or to produce anonymised analytics and reports which we may share publicly or with third parties.

How we store your personal information

Security of your personal data is a priority for us. We are committed to protecting your personal data and have appropriate technical measures in place.

Once you no longer require our services or if you have asked us to, we will delete your information within 30 days.

Your rights

You may request a copy of your personal data or ask us to stop or restrict its processing or delete it. This can be done by making a request to the details provided in the notice. We will review and investigate your request and try to respond to you within a reasonable timeframe. You have the right to complain if you are not happy with how we are processing your data, you may also complain to the ICO.

How to contact us

If you have a question or comment, please contact us at info@baf-group.co.uk