

# My Me Privacy Notice

Because your trust means everything to us

## 1. Only the good stuff

We'll only ever collect the data we need to: help shape and improve our digital products, understand your experiences, keep in touch if you've asked us to, and handle complaints with care.

## 2. Locked down

Your data stays safe. We use it responsibly and never sell it to anyone.

## 3. Straight-talking

No legal waffle. Just clear, human language. Ask us anything - we'll always respond.

## 4. You're in control

You decide what you share. You can change your mind and update your preferences at any time.

## 5. Just the essentials

If we don't need it, we won't ask for it. Promise.

## Who we are

We're My Me Ltd, a UK-based company exploring better, more inclusive digital experiences. We're the data controller for any information collected on this website.

## What we collect and why

- **Name & Contact Details**  
Why: To send research invites, product updates, or follow up (only if you've asked us to)
- **Survey & Interview Responses**  
Why: To fuel our product and UX research, so we can build experiences that actually help.
- **Feedback or Complaints**  
Why: To learn from what you tell us and continuously improve.
- **Cookies & Analytics**  
Why: To understand site performance, troubleshoot bugs, and make your experience better

## Legal Bases for Processing Your Data

- **Your Consent:** When you agree to take part in research or sign up for updates.
- **Legitimate Interests:** Improving our services, ensuring our website is secure, and analyzing performance.
  - **Legal Obligation:** Complying with any applicable laws or regulations.

## Sharing your info

We don't sell your data. Ever.

We may use trusted third-party services (e.g., hosting, analytics, mailing). They only process your information under our instructions.

## **Where your data goes**

We aim to keep your data within the UK or EEA. If we need to transfer it elsewhere, we'll ensure it's protected by appropriate safeguards (e.g., standard contractual clauses).

## **How long we keep it**

- **Research Data:** We keep any identifiable research data for up to 12 months, after which we anonymise or delete it. Once it's fully anonymised, we may hold onto the data for 3–5 years for further analysis—but never longer than necessary
- **Complaints & Feedback:** For as long as needed to resolve any issues and meet legal requirements.
- **Contact Info** (e.g., mailing list): Until you opt out or request deletion

## **Your rights**

You can ask to access, correct, delete or stop processing your data anytime.

Just get in touch at [privacy@my-me.co.uk](mailto:privacy@my-me.co.uk).

You can also complain to the Information Commissioner's Office (ICO) in the UK, if you need to.

## **Cookies**

We use cookies to help our website run better. Manage your cookie preferences at [cookie-policy](#).

## **Contact us**

Email: [privacy@my-me.co.uk](mailto:privacy@my-me.co.uk). Feel free to reach out with any privacy questions.

## **Changes**

If anything changes, we'll update this notice and let you know.

Last updated: June 2025