

Privacy Policy

General Data Protection Regulation (GDPR) Compliant
Micro Control Systems

Effective Date: June 4, 2025

Last Updated: June 4, 2025

At Micro Control Systems, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data in accordance with the **General Data Protection Regulation (GDPR) (EU) 2016/679** and other applicable data protection laws. By accessing our services or providing your personal information to us, you acknowledge that you have read and understood this Privacy Policy.

1. Data Controller

The data controller responsible for your personal information is:

Micro Control Systems

5580 Enterprise Parkway

Fort Myers, FL 33905, USA

Email: Marketing@mcscontrols.com

Phone: (239) 694-0089

If you are located in the European Economic Area (EEA), you may also contact our **EU Representative** at: *[Insert EU Representative name, address, and contact details if applicable under Art. 27 GDPR].*

If we have appointed a **Data Protection Officer (DPO)**, you can contact them at: *[Insert DPO contact details, or state that one is not required under Art. 37 GDPR].*

2. Information We Collect

We may collect the following categories of personal data when you interact with us:

2.1. Contact Information: Name, email address, postal address, and phone number when you contact us, request information, or subscribe to newsletters.

2.2. Technical Information: IP addresses, browser type, operating system, and other technical data collected through cookies and similar technologies (see Section 9).

2.3. Usage Information: Browsing activity, pages visited, and links clicked on our website and services.

2.4. Payment Information: Billing address and transaction history. **We do not store payment card numbers** — card processing is handled by PCI-DSS-compliant third-party processors.

2.5. User Content: Comments, reviews, or images you voluntarily submit to our platform.

2.6. Sensitive Data: We do not intentionally collect special categories of personal data (e.g., health, racial origin, religion, biometric data). Please do not submit such data through our services.

3. Legal Basis for Processing Your Data

Under the GDPR, we must have a lawful basis for processing your personal data. We rely on the following:

3.1. Performance of a Contract (Art. 6(1)(b)): Processing necessary to deliver requested products/services or take pre-contractual steps.

3.2. Legal Obligation (Art. 6(1)(c)): Processing necessary to comply with legal obligations such as tax and accounting requirements.

3.3. Legitimate Interests (Art. 6(1)(f)): Processing for our legitimate business interests — service improvement, fraud prevention, and security — where not overridden by your rights.

3.4. Consent (Art. 6(1)(a)): Where we rely on consent (e.g., marketing emails, non-essential cookies), you may withdraw it at any time without affecting prior lawful processing. Contact Marketing@mcscontrols.com or use the unsubscribe link in any marketing email.

4. How We Use Your Information

4.1. Providing Services: Delivering products/services, managing accounts, processing transactions. *(Legal basis: Contract)*

4.2. Customer Support: Responding to inquiries and resolving issues. *(Legal basis: Contract / Legitimate Interests)*

4.3. Personalization: Tailoring your experience with relevant content and product recommendations. *(Legal basis: Legitimate Interests / Consent)*

4.4. Analytics & Improvement: Analyzing usage to improve our website and services. *(Legal basis: Legitimate Interests)*

4.5. Marketing Communications: Sending updates, newsletters, and promotions. You may opt out at any time. *(Legal basis: Consent / Legitimate Interests for existing customers)*

4.6. Legal Compliance: Complying with legal obligations, resolving disputes, and enforcing agreements. *(Legal basis: Legal Obligation)*

5. How We Share Your Information

Micro Control Systems **does not sell your personal data** to third parties. We may share your information only in these circumstances:

5.1. Service Providers: Trusted third-party processors (payment, hosting, analytics) bound by Data Processing Agreements (DPAs) per Art. 28 GDPR, acting only on our instructions.

5.2. Legal Requirements: Disclosure to comply with legal obligations, court orders, or lawful requests by public authorities.

5.3. Business Transfers: In a merger or acquisition, your data may be transferred. We will notify you before it becomes subject to a different privacy policy.

5.4. Images: By uploading images, you grant us a license to use and display them on our platform. You confirm that identifiable individuals in those images have consented. You may request image removal at any time.

6. International Data Transfers

Micro Control Systems is based in the United States. If you are located in the EEA, UK, or Switzerland, your personal data may be transferred to and processed in countries that may not provide the same level of data protection. Where such transfers occur, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs) approved by the European Commission;
- An adequacy decision by the European Commission; or
- Other lawful transfer mechanisms under Chapter V GDPR.

You may request a copy of the relevant transfer safeguards by contacting us.

7. Data Retention

We retain personal data only as long as necessary to fulfill the purposes for which it was collected. Typical retention periods:

- **Customer account data:** Duration of the relationship plus [X] years.
- **Transaction records:** [X] years as required by applicable tax law.
- **Marketing consent records:** Until consent is withdrawn plus [X] years.
- **Website usage logs:** [X] months.

Replace [X] with your actual retention periods. When data is no longer needed, it is securely deleted or anonymized.

8. Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, destruction, or disclosure, in accordance with Art. 32 GDPR. Measures include encryption, access controls, and regular security reviews.

No method of data transmission or storage is completely secure. In the event of a personal data breach posing risk to your rights and freedoms, we will notify the relevant supervisory authority within **72 hours** and affected individuals without undue delay, as required by Art. 33–34 GDPR.

9. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies. Cookies are categorized as:

- **Strictly Necessary:** Required for the website to function; no consent needed.
- **Analytics / Performance:** Help us understand how visitors use our site (e.g., Google Analytics). Requires your consent.
- **Marketing / Targeting:** Used to deliver relevant advertisements. Requires your consent.

You can manage or withdraw cookie consent at any time through our Cookie Preference Center or your browser settings. Disabling certain cookies may affect website functionality. See our separate Cookie Policy for full details.

10. Your Rights Under GDPR

If you are located in the EEA, UK, or Switzerland, you have the following rights:

- **Right of Access (Art. 15):** Request a copy of the personal data we hold about you.
- **Right to Rectification (Art. 16):** Request correction of inaccurate or incomplete data.
- **Right to Erasure / 'Right to be Forgotten' (Art. 17):** Request deletion of your data where no longer necessary or where you withdraw consent.
- **Right to Restriction of Processing (Art. 18):** Request that we limit how we use your data in certain circumstances.
- **Right to Data Portability (Art. 20):** Receive your data in a structured, machine-readable format.
- **Right to Object (Art. 21):** Object to processing based on legitimate interests or for direct marketing.
- **Rights Related to Automated Decision-Making (Art. 22):** We do not engage in solely automated decision-making that produces significant legal effects.
- **Right to Withdraw Consent:** Where processing is consent-based, you may withdraw at any time without affecting prior lawful processing.

To exercise any right, contact us at Marketing@mcscontrols.com. We will respond within **30 days**. We may verify your identity before processing your request. No fee applies unless requests are manifestly unfounded or excessive.

Right to Lodge a Complaint: You have the right to lodge a complaint with your local supervisory authority. In the EU, find your authority at edpb.europa.eu. In the UK, contact the Information Commissioner's Office (ICO) at ico.org.uk.

11. Children's Privacy

Our services are not directed to individuals under the age of 16 (or the applicable age of digital consent in your jurisdiction). We do not knowingly collect personal data from children. If you believe we have inadvertently collected such data, please contact us immediately so we can delete it.

12. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, or legal requirements. When we make material changes, we will update the **Effective Date** at the top of this document

and, where required, notify you by email or a prominent notice on our website. We encourage you to review this policy periodically.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Micro Control Systems
5580 Enterprise Parkway
Fort Myers, FL 33905, USA
Email: Marketing@mcscontrols.com
Phone: (239) 694-0089

We aim to respond to all privacy-related inquiries within **30 days** of receipt.

This Privacy Policy is effective as of June 4, 2025. By using our services, you agree to its terms.