

## Privacy Policy

*Last updated: December 2025*

**Mobile Solutions (UK) Ltd** is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website built using Wix.com ([www.mobilesolutions.uk.com](http://www.mobilesolutions.uk.com)). At Mobile Solutions (UK) Ltd we are dedicated to safeguarding and preserving your privacy when visiting our site or communicating electronically with us. This Privacy Policy, together with our terms of use, provides an explanation as to what happens to any personal data that you provide to us, or that we collect from you. We do update this Policy from time to time so please do review this Policy regularly.

Please read this privacy policy carefully.

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### 1. Information We Collect

We may collect information in the following ways:

#### A. Personal Information You Provide

When you interact with our Site, you may voluntarily provide:

- Name
- Email address
- Phone number
- Vehicle Registration, Make & Model
- Any information submitted via contact forms, orders, or customer service requests

In operating our website we may collect and process the following data about you: i. Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data. ii. Information that you provide by filling in forms on our website, such as when you registered for information or make a purchase. iii. Information provided to us when you communicate with us for any reason.

#### B. Automatically Collected Information

Wix may automatically collect:

- IP address
- Browser and device information
- Cookies and tracking technologies
- Pages visited, time on site, and referring URLs

This data helps improve website performance and user experience.

#### C. Information from Third-Party Services

If you interact with third-party integrations (e.g., payments, social media), those services may provide us with information as permitted by their policies.

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## 2. How We Use Your Information

We may use the collected data to:

- Provide and operate our services
  - Respond to inquiries and customer support requests
  - Process orders and payments
  - Improve the Site's functionality and performance
  - Send updates, marketing communications, and promotional offers (you may opt out at any time)
  - Comply with legal requirements and prevent fraud
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## 3. How We Store and Protect Your Information

Your data may be stored through Wix.com's secure servers and databases.

Wix implements industry-standard security measures to protect your personal information.

However, no online transmission is 100% secure, and we cannot guarantee absolute protection.

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## 4. Sharing Your Information

We may share your information with:

- **Wix.com** (website hosting and data storage provider)
- **Service providers** (payment processors, analytics tools, email marketing platforms)
- **Legal authorities** when required by law
- **Business partners** only with your consent

We do **not** sell your personal information.

### AI-Assisted Marketing and SEO

Our website uses artificial intelligence ("AI") tools provided by Wix and other third-party services to support marketing, analytics, and search engine optimization (SEO). These tools may automatically analyse website traffic, user interactions, and content performance to help us improve visibility, website functionality, and marketing effectiveness.

AI tools may process non-sensitive information such as site activity, browsing behaviour, and general usage patterns. This information is used solely to optimize our website and marketing efforts. We do not use AI to make decisions that have legal or significant effects on users, and no automated profiling is used to identify individual users.

Any data processed by AI tools is handled in accordance with this Privacy Policy and the privacy practices of Wix and its integrated service providers.

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## 5. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to:

- Analyse website traffic
- Personalize user experience
- Improve site functionality

You may manage or disable cookies in your browser settings.  
For more details, see Wix's cookie policy.

On occasion, we may gather information about your computer for our services and to provide statistical information regarding the use of our website to our advertisers. Such information will not identify you personally it is statistical data about our visitors and their use of our site. This statistical data does not identify any personal details whatsoever. Similarly to the above, we may gather information about your general internet use by using a cookie file. Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer as cookies contain information that is transferred to your computer's hard drive. They help us to improve our website and the service that we provide to you. All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website. Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website.

**SEO Optimization** Our website uses SEO (Search Engine Optimization) tools provided by Wix to improve our site's visibility on search engines. These tools may collect and use certain data to enhance the performance and ranking of our website. Below are the details of how SEO optimization may affect your data: 1. **Information Collected for SEO:** We may collect data such as keywords, search queries, and site traffic patterns to analyze and improve our website's search engine ranking. This data is typically aggregated and anonymized. 2. **Use of Collected Information:** The information collected through SEO tools is used to optimize our website's content, structure, and performance. This helps us provide a better user experience and reach a wider audience. 3. **Third-Party SEO Tools:** We may use third-party SEO tools and services integrated with Wix. These third parties may have their own privacy policies regarding the data they collect and use. We recommend reviewing their privacy policies for more information. 4. **Data Protection and Compliance:** All data collected and used for SEO purposes is handled in compliance with applicable data protection regulations, including GDPR. We ensure that any personal data is processed lawfully, fairly, and transparently. 5. **Opting Out:** If you do not wish for your data to be used for SEO purposes, you can contact us at [your email] to request the exclusion of your data from SEO analysis.

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## 6. Your Data Rights

Depending on your location, you may have the right to:

- Access the data we hold about you
- Request correction or deletion
- Withdraw consent for marketing
- Request a copy of your data
- File a complaint with your local data protection authority

To exercise these rights, contact us at [info@mobilesolutions.uk.com](mailto:info@mobilesolutions.uk.com).

The Data Protection Act/GDPR In accordance with the Data Protection Act, and the GDPR we have a legal duty to protect any information we collect from you. We will only use your information for the purpose as described and we do not pass on your details to any other third party. You have a right to access your personal data and rectify any inaccuracies. Should you purchase of one of our products, we do not retain any payment details pertaining to the purchase.

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## 7. Third-Party Links

Our Site may contain links to external websites. We are not responsible for the privacy practices of those sites. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

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## 8. Children's Privacy

We do not knowingly collect information from children under 13. If you believe we have collected such data, please contact us immediately.

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## 9. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised "Last Updated" date.

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## **10. Contact Us**

If you have questions or concerns about this Privacy Policy, contact us at:

**Mobile Solutions (UK) LTD**

Email: [info@mobilesolutions.uk.com](mailto:info@mobilesolutions.uk.com)

Phone: **01332 290555**

Address: **Mobile Solutions, Unit 1 Chequers Road, West Meadows Industrial Estate, Derby, DE21 6EN**