



Data Privacy Policy

Updated 2022



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1 Privacy Notice

This notice discloses the privacy practices for www.metricell.com and is served by: Metricell Ltd which is headquartered at The Big Blue, 26 Foundry Lane, Horsham, West Sussex, RH13 5PX.

The following describes how we govern the privacy of site visitors, our compliance with GDPR, what you need to know in regards to files and downloads, our cookie policy, and email practices.

It also sets out crucial information on your data including what we mean by "your data", how we use it and your options for customising our use of it whether through unsubscribing, changing what communications you receive, and your right to be forgotten.

We detail your data control in the "Your Control Over Your Data" section including:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can see/correct/update any inaccuracies in the information we have for you.

2 Information Collection, Use and Sharing

We are the sole owners of the information collected on this site. We, and only we, have the means to collect and access information that you voluntarily supply to us digitally. We will not sell or rent this information to anyone. This data is only collected to communicate information about our products and services to you and you retain the right to have us delete it for you and cease communications to you at any point.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfil your request. If you have opted to, we may contact you via email in the future to tell you about new products or services, share the latest newsletter or provide updates relating to changes to this privacy policy.

3 External Website Links and Third Parties

This website does contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information. We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

4 Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline. Wherever we collect sensitive information (such as your email address, phone number, name and job title) that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and identifying "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees within Metricell are granted access to personally identifiable

information. The computers/servers in which we store personally identifiable information are kept in a secure environment. Your data may be stored in our email marketing platform. You can find more information on data security within this context in the section "Email Marketing List & Marketing Messages."

If you feel that we are not maintaining viable levels of security or have any concerns, you should contact us immediately via email at marketing@metricell.com.

5 Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via marketing@metricell.com or the phone number listed on our website.

Your data will always remain your data. We strongly uphold your 'Right To Be Forgotten' and also provide you with the capabilities to customise frequency level and type of communications you receive from Metricell.

If you have any concerns over your data, its use, or our handling of it, please get in touch with us at marketing@metricell.com.

At any point, you can get in touch with us about the following:

- ✈ See what data we have about you, if any.
- ✈ Change/correct any data we have about you.
- ✈ Have us delete any data we have about you.
- ✈ Express any concern you have about our use of your data.

6 Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in the practices above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages. The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data. Our EMS (email marketing service) provider is MailChimp and you can read their [privacy policy here](#).

7 Downloads & Media Files

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party antivirus software or similar applications. We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party antivirus software or similar applications.

8 Cookies & Analytics

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. We use the following cookies:

- ✈ **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- ✈ **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- ✈ **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- ✈ **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

9 The DPA & GDPR

We and this website complies to the DPA (Data Protection Act 1998) and complies to the GDPR (General Data Protection Regulation).



About Metricell

www.metricell.com

Metricell is on a mission to deliver connectivity. We work with our customers to design, deliver and manage wireless communication networks - with a shared ambition of achieving flawless network experience. We've been responsible for many first-to-market products, and our technology is characterised by the relentless pursuit of automation and digitalisation.

Our geospatial intelligence tools traverse a wide variety of business processes - from Test & Measurement to Customer Experience Management - and we're pioneers in Crowdsourcing and Digital Self Care. Our technology is today in use by a range of customers; thousands of their personnel; and millions of subscribers worldwide.



Metricell Ltd. 2022 - Commercial in Confidence