

My Assisted Home

Privacy Policy

Version 2.0, effective 02 July 2026

At **My Assisted Home Limited**, registered in England number 17238592, ('we', 'us', 'our'), we take your privacy seriously. This policy explains how we handle your personal data when you: find out about, buy and use our services.

1. Who We Are

My Assisted Home is the **data controller** for the data described in this policy.

- **Legal entity:** My Assisted Home Limited, registered in England number 17238592
- **Contact:** privacy@myassistedhome.com
- **Registered office:** 122 Feering Hill, Colchester, United Kingdom, CO5 9PY

2. Data We Collect & Why

Website & marketing (the sales bit)

When you use our website (<https://myassistedhome.com/>), including the contact and other forms, or communicate with us to find out about our services, we may collect the personal data set out below for the following purposes:

- To respond to enquiries and requests submitted via our forms or other means
- To provide information about our services
- To improve our website and user experience across all channels
- To monitor and analyse website usage
- To carry out marketing activities where you have given consent

Information you provide to us. When you complete a contact, order, support or other form on our website, or communicate with us in person, by email or by other means, we may collect:

- **Identity & contact data:** name, email, phone number, and delivery address.
- **Other:** any information you include in your messages and communications.

You are always free to choose how much information you share with us, although this may affect our ability to provide you with services.

Automatically collected information. When you use our website, we may collect:

- **How you accessed:** IP address, browser type and version, device information.
- **What you did:** pages visited and time spent on them.

Some of this information is collected through **cookies and similar technologies** (see section 9).

Order fulfilment & support (the business bit)

When you buy from us and use our support (including on the website), we additionally collect:

- **Financial data:** handled by our secure third-party payment processors. We do not store your full card details.
- **Configuration preferences:** to enable us to set up your services.
- **Purpose:** to deliver your system, minimise installation time, and manage your billing, including subscriptions.

Service operation (the smart bit)

When you use our services, the following may be processed:

- **Activity data:** device logs (e.g. 'front door opened', 'movement detected', etc including date & time).
- **System metadata:** e.g. Hub status, IP address, and software versions.
- **Purpose:** to send you the alerts you have requested and to ensure your system is online.

- **Pseudonymised activity data:** activity data labelled so that it does not directly identify you, but which we can still link to your identity. This remains personal data.
- **Anonymised activity data:** activity data not linked to your account in any way. Once anonymised, this is no longer personal data.
- **Purpose:** to improve the service (see section 6).

3. Lawful bases for processing

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

- **Performance of a contract** — to deliver the service you have bought, send the alerts you have requested, and manage your billing and subscription.
- **Consent** — where you have actively agreed (for example, accepting marketing cookies or opting in to marketing communications). You may withdraw consent at any time.
- **Legitimate interests** — to respond to enquiries, operate our website and business effectively, send service (non-marketing) communications, and improve our services. Where we rely on legitimate interests we balance those interests against your rights, and you may object (see section 11).
- **Legal obligation** — where we are required to retain or process data to comply with the law (for example, tax and accounting records).

4. Where your data is stored

The Hub (local storage). Operational monitoring data is processed **locally on your Hub**. We do not stream every move you make to our servers. Alerts are triggered and sent directly from your Hub and do not touch our servers.

External services & jurisdiction. Where we do store data (such as account records, customer contact records, custom configuration files, support logs, or anonymised activity data), we use Google and Microsoft for file storage, and other providers for web and email hosting, marketing, payment processing and IT security, some of which are based outside the UK.

International transfers. Some providers may store data on servers outside the UK (primarily in the EU and USA). Where they do, we rely on the **UK Extension to the EU-US Data Privacy Framework** where the provider is certified, or on **Standard Contractual Clauses with the UK International Data Transfer Addendum (or the UK IDTA)** otherwise, so that your data is protected to UK standards regardless of where the server sits.

5. Service-improvement data & anonymisation

To make My Assisted Home smarter, we may use data to improve our algorithms.

- **Pseudonymised data** remains personal data. We rely on legitimate interests for this processing, retain it only briefly (see section 10), and you may object.
- **Anonymised data** is stripped of all information that could identify you. Once irreversibly anonymised, it is no longer personal data under the law and may be held indefinitely to help us improve our services for all users.

6. Sharing your information

We do not sell your personal data.

We may share personal data with trusted third parties who support our website and business operations, such as:

- website, e-commerce and email hosting providers;
- analytics and marketing service providers;
- suppliers we instruct to help us deliver our services.

All third parties are required to process your data securely and in accordance with data protection law. We may transfer your information to another organisation if we sell or restructure the business.

7. Communications

Marketing communications

If you choose to receive marketing from us, you can unsubscribe at any time by clicking the unsubscribe link in our emails, or by contacting us using the details above. We will not send you marketing messages without a valid basis.

Service communications

Service messages are different from marketing. To maintain your service, we may contact you with updates relating to your account and service - for example billing, outages or important changes.

While you hold an account you cannot unsubscribe from these service communications; we process them on the basis of legitimate interests.

8. Cookies and similar technologies

Our website uses **cookies** and similar technologies to distinguish you from other users and to improve your experience. Cookies are small text files placed on your device by websites you visit; they are widely used to make websites work, or work more efficiently, and to provide information to site owners.

The categories of cookie we use

We group cookies into the following categories, according to what they are for:

- **Essential (strictly necessary)** — needed for the website to work and for security (for example, remembering your cookie choices or confirming you are a real visitor). These are always active and do not require consent.
- **Functional** — remember your preferences and improve how the site works for you.
- **Analytics** — help us understand, in aggregate, how visitors use our site so we can improve it.
- **Marketing** — used to deliver relevant marketing and to measure how our campaigns perform.

Consent. We only place **non-essential cookies** (functional, analytics and marketing) on your device **with your consent**. We use a consent tool and Google Consent Mode so that these cookies and tags do not activate until you have agreed. You can change or withdraw your consent at any time by reopening the cookie settings on our website.

The specific cookies we use

Because the exact cookies on our site change from time to time as we add or update the tools we use, we keep the definitive, up-to-date list in our **cookie settings** rather than in this policy. You can open the cookie settings at any time from the link in our cookie banner or in the website footer to see each cookie currently in use, its provider, its purpose and how long it lasts, and to change your choices.

By way of illustration only, cookies in these categories typically include a consent cookie that stores your choices (essential), a security cookie that confirms you are a real visitor (essential), and analytics cookies that measure site usage (analytics, set only with consent). The cookie settings always show the current position.

In-home dashboard and the companion app

The dashboard and the companion app use **essential** cookies and similar identifiers to keep you signed in and to make the software work. These are set by the software running on your Hub, **reside on your Hub, and are not shared with us**. They are essential to the operation of the software and are not used for analytics or marketing.

Managing cookies in your browser

You can also configure your browser to refuse some or all cookies, or to alert you when a site sets one; see your browser's documentation. Please note that browsers are usually set to accept all cookies by default, and that blocking essential cookies may stop parts of the site from working.

9. How long we keep your data

- **Order records:** kept for 6 years (to satisfy UK tax and accounting laws).
- **Support logs:** kept for as long as you have an active subscription, plus 1 year.
- **Activity data & alerts on your Hub:** we may manage this data for operational reasons.
- **Pseudonymised activity data on our systems:** deleted within 7 days of creation.
- **Anonymised activity data on our systems:** retained indefinitely for service improvement; it contains no personal data (see section 6).
- **Subscription data:** deleted or anonymised within 90 days of account termination.

10. Your rights

Under UK data protection law, you have the right to:

- **Access** — ask for a copy of the data we hold about you.
- **Rectification** — ask us to correct mistakes.
- **Erasure** — ask us to delete your data. This right is not absolute: some data must be kept for legal reasons (for example, order records), and erasing operational data may mean the service can no longer function.
- **Restriction** — ask us to limit how we use your data in certain circumstances.
- **Object** — object to processing based on legitimate interests, and to direct marketing at any time.
- **Portability** — ask to receive certain data in a portable format.
- **Withdraw consent** — where we rely on consent, withdraw it at any time.

To exercise any of these rights, contact us at privacy@myassistedhome.com. Requests are free, and we will respond within one month. If you are unhappy, you can contact the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

11. Updates

We may change this Privacy Policy from time to time. We will post changes on this page and, where a change materially affects how we use your personal data, we will take reasonable steps to notify you. Where our processing relies on your consent, we will seek fresh consent rather than relying on continued use.