# Mind Vision Labs Privacy Policy

## Introduction

This document sets out Mind Vision Labs’s collection and use of personal data, how we store and secure it and the various rights individuals have in relation to their personal data.

## What type of information we have

We currently collect and process the following information:

* Personal identifiers, contacts and characteristics (for example, name and contact details)
* Images of faces and vehicle registration plates

How we get the information and why we have it

We obtain personal data from third parties such as universities, commercial organisations and research centres and always conduct due diligence on the data collection process before making use of the data to ensure it meets the standards required by data protection legislation.

We also conduct research with individuals where we collect personal data directly and provide specific information about how and why it will be used at the point of data collection.

Under the General Data Protection Regulation (GDPR), we rely on having a legitimate interest for processing this information i.e. through conducting scientific research in cognitive and computer sciences. In line with Article 89(1) of GDPR, we ensure there are appropriate measures in place to meet the requirements of the data minimisation data protection principle and also employ pseudonymisation/anonymisation techniques wherever possible.

## What we do with the information we have

We use personal information to conduct research into understanding and applying principles of human and machine intelligence. This involves analysing the data with both standard and novel image processing, computer vision, machine learning, and statistical methods.

## How we store your information

Your information is securely stored at:

*MindVisionLabs*

*WeWork*

*145 City Road*

*Hoxton*

*London*

*EC1V 1AZ*

How long do we keep your information?

We review the storage requirements of personal information on a bi-annual basis. When the data is no longer useful for our work, we dispose of your information by deleting and overwriting all relevant and related files.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please be aware that not all of these rights are applicable in all circumstances, depending on the lawful basis and purpose for which we use your personal data.

To make a request, please contact us at:

*MindVisionLabs*

*WeWork*

*145 City Road*

*Hoxton*

*London*

*EC1V 1AZ*

## How to complain

We would like to resolve any complaints informally if possible – please contact us at luke.palmer@mindvisionlabs.com should you have any concerns or queries about our use of personal data.

If you are not happy with our response to your complaint, you can also complain to the ICO if you are unhappy with how we have used your data.

The ICO’s address:

*Information Commissioner’s Office*

*Wycliffe House*

*Water Lane*

*Wilmslow*

*Cheshire*

*SK9 5AF*

Helpline number: 0303 123 1113

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