

Effective Date: 10/07/25

This Cookie Policy explains how MM Sound & Lighting Ltd. ("we", "us", "our", "MM Sound & Lighting") uses cookies and similar technologies when you visit our website: www.mmsoundandlighting.com ("Site"). We use **Usercentrics Consent Management Platform (CMP)** to manage your cookie preferences and ensure compliance with data protection regulations.

MM Sound & Lighting Ltd. is registered in Scotland, Company No SC473628, VAT No: 898 3118 78.

1. What Are Cookies?

Cookies are small text files that are placed on your device (computer, tablet, or smartphone) by websites you visit. They enable the website to remember your actions and preferences over a period of time, making future visits easier and more personalized. Cookies can be set by the website you are visiting (first-party cookies) or by third-party services embedded in the site (third-party cookies).

2. Your Consent and Our Use of Usercentrics CMP

Under the General Data Protection Regulation (GDPR), UK General Data Protection Regulation (UK GDPR), and the Privacy and Electronic Communications Regulations (PECR), we are required to obtain your explicit and informed consent before setting any non-essential cookies on your device.

We utilize **Usercentrics Consent Management Platform (CMP)** to manage your cookie preferences. When you visit our Site for the first time, a cookie consent banner powered by Usercentrics will appear, providing you with clear options to :

- **Accept All Cookies:** Consent to all cookie categories described in this policy.
- **Reject All Non-Essential Cookies:** Decline all cookies except those strictly necessary for the website's basic functionality.
- **Customize Settings:** Choose which categories of optional cookies you wish to accept or decline.

Your consent is freely given, specific, informed, and unambiguous, requiring a clear affirmative action from you. Non-essential cookies will not be placed on your device until you have provided your explicit consent. Usercentrics ensures that your choices are respected and that non-essential tracking technologies are blocked until your consent is given.

3. What Cookies We Use and Why

Our website uses cookies for specific purposes, categorized as follows:

- **Strictly Necessary Cookies (Essential Cookies)**
 - **Purpose:** These cookies are fundamental for the basic functioning of our website and enable core features such as page navigation, access to secure areas, and remembering the contents of your quote request while you browse our catalogue. They are essential for providing the online service you have requested.
 - **Data Collected:** These cookies do not collect any personal data that directly identifies you.
 - **Consent:** These cookies are exempt from consent requirements under PECR as they are strictly necessary for the service. They are always active and cannot be disabled through our consent banner.
 - **Example:** Session cookies to maintain your login state or shopping cart contents.
- **Analytics Cookies**
 - **Purpose:** These cookies help us understand how visitors use our Site, allowing us to analyze user behavior (e.g., pages visited, time spent, how users reached the Site) and improve our website's performance and user experience.
 - **Data Collected:** We use tools such as Google Analytics to collect information about user behavior. While we strive to anonymize data where possible, these cookies may collect online identifiers (e.g., IP addresses, device IDs) which are considered personal data under GDPR. MM Sound & Lighting Ltd. is the data controller responsible for this data, even when collected by third-party services like Google Analytics. Usercentrics integrates with Google Consent Mode v2 to adjust data collection based on your consent, ensuring that when consent is denied, data collected is limited and anonymized.
 - **Consent:** Your explicit consent is required for these cookies. You can choose to enable or disable them via our cookie consent banner or preference center.
 - **Third-Party Provider:** Google Analytics.
- **Functional/Preference Cookies (Not Currently Used, for Future Reference)**
 - **Purpose:** These cookies enhance your experience by remembering choices you make (e.g., language preferences, display settings) to provide more personalized features.
 - **Data Collected:** May collect limited personal data related to your preferences.
 - **Consent:** If we introduce these in the future, your explicit consent will be required.



- **Marketing/Advertising Cookies (Not Currently Used, for Future Reference)**

- **Purpose:** These cookies track your browsing habits to build a profile of your interests and show you relevant advertisements on other websites. They may also be used to measure the effectiveness of advertising campaigns.
- **Data Collected:** Collects personal data related to your online activity for advertising purposes.
- **Consent:** If we introduce these in the future, your explicit consent will be required.

Note: We do not currently use cookies for advertising, marketing, or behavioural tracking purposes. Should our cookie usage change, we will update this policy and seek your renewed consent where necessary.

4. Managing and Controlling Your Cookie Preferences

You have full control over your cookie preferences. It is as easy to withdraw your consent as it is to give it. You can manage and change your cookie preferences at any time by clicking on the "Cookie Settings" link located in the footer of our website. This will re-open the Usercentrics consent banner, allowing you to :

- View which cookies are stored.
- Change your consent for specific cookie categories.
- Withdraw your consent for all non-essential cookies.

Please note that blocking or disabling certain cookie categories may affect the functionality of some features on our Site. While you can also manage cookies via your browser settings, we recommend using our on-site "Cookie Settings" for ease of use and comprehensive control.

5. Your Data Protection Rights

Under GDPR and UK GDPR, you have several rights concerning your personal data collected via cookies :

- **Right to Access:** You have the right to request copies of the personal data we hold about you, including that collected via cookies.
- **Right to Rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **Right to Erasure ("Right to be Forgotten"):** You have the right to request that we erase your personal data under certain conditions. This includes data collected through cookies once it is no longer necessary for its original purpose or if you





withdraw consent.

- **Right to Restrict Processing:** You have the right to request that we restrict the processing of your personal data under certain conditions.
- **Right to Object to Processing:** You have the right to object to our processing of your personal data under certain conditions.
- **Right to Data Portability:** You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

To exercise any of these rights, please contact us using the details provided below. We will respond to your request in accordance with applicable data protection laws. Usercentrics helps us maintain detailed records of consent actions for audit purposes.

6. Data Retention

We retain personal data collected via cookies only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. For example, analytics data is typically retained for [Insert specific retention period, e.g., 26 months for Google Analytics data]. Our data retention policy outlines the specific periods for different types of data.

7. Changes to This Policy

We may update this Cookie Policy from time to time, for example, if we begin using additional cookies or change how we use them. Any updates will be posted on this page with a revised "Effective Date" at the top. We encourage you to review this page regularly to stay informed about how we use cookies.

8. Contact Us

If you have any questions about our use of cookies, how your data is handled, or to exercise your data protection rights, please contact us:

MM Sound & Lighting Ltd.

Email: enquiries@mmsoundandlighting.com

Phone: +44 (0)1324 624598

Website: www.mmsoundandlighting.com

