

VERSION 1 | 15 September 2026

Privacy & Data-Handling Notice

How MSE handles information about website visitors, prospects, business contacts, clients and authorised site evidence.

Manufacturing Systems Engineering Ltd (“MSE”, “we” or “us”) is the controller of the personal information described in this Notice. We work business-to-business and try to collect only what is useful for a genuine commercial relationship, safe project delivery and proper records.

Controller	Manufacturing Systems Engineering Ltd, company number 14515464.
Contact	mike@mse-engineering.com +44 7769 025906
No data sales	MSE does not sell personal information.
Optional tracking	Analytics or advertising technologies must remain off until the visitor makes a valid choice.
Publicity	Identifiable customer, staff or site material is not used publicly without separate permission.

1. Who this Notice covers

This Notice covers people who visit the MSE website, enquire about MSE, receive or respond to business-to-business outreach, book a meeting, represent a prospect or client, work with MSE on a project, visit or appear at a relevant site, or communicate with MSE in another business capacity. It is not directed at children or consumer services.

2. Information we may collect

Depending on the relationship, MSE may hold: name, job title, employer and business contact details; enquiry, meeting, call and email history; CRM notes and agreed next actions; quotations, contracts, invoices and payment records; information supplied for a diagnostic or implementation; access and safety records; authorised photographs, audio, video, documents or observations; and website, device, security, cookie-choice or analytics data.

MSE does not seek special-category personal data or criminal-offence data as part of normal work. If limited sensitive information is genuinely necessary for safety, a legal claim or another specific purpose, it will be handled only with an appropriate legal basis and safeguards.

3. Where information comes from

Information may come directly from the person, their employer or colleagues, a customer or supplier, public company websites and directories, professional or business platforms, booking and email services, MSE’s website and security systems, or observations made during authorised work. MSE may combine these sources to keep one accurate business record rather than duplicate company entries.

4. Why we use information and our lawful bases

MSE identifies the lawful basis for each purpose before processing. Contractual necessity applies only where the individual is personally party to the contract, or requests steps towards such a contract. For employees and representatives of corporate customers, MSE normally relies on the legitimate interests described below, unless a specific legal obligation or valid consent applies.

Permission to enter a site or collect project evidence is separate from the lawful basis for processing an identifiable person’s information. Where consent is required, MSE obtains it from the relevant individual; permission from an employer or site contact is not a substitute.

Why we use it	Typical information and purpose	Main lawful basis
Enquiries and proposals	Respond, understand requirements, arrange meetings, prepare a quotation and take requested steps before a contract.	Steps before a contract where the individual personally contracts; otherwise legitimate interests
Client work	Plan and deliver visits, diagnostics and implementations; keep evidence, decisions, permissions and project communications.	Contract where the individual is a party; otherwise legitimate interests; legal obligation where applicable
B2B relationships	Research suitable organisations, contact relevant business roles, record outcomes, follow agreed actions and avoid repeated or unwanted contact.	Legitimate interests; consent where legally required
Administration	Issue invoices, receive payment, keep accounting and company records, manage disputes and establish or defend legal claims.	Contract where the individual is a party; legal obligation; otherwise legitimate interests
Security and improvement	Protect systems and records, troubleshoot services, prevent misuse and improve MSE’s working methods.	Legitimate interests; legal obligation where applicable

Why we use it	Typical information and purpose	Main lawful basis
Site evidence	Use authorised photographs, recordings or observations to investigate, develop, implement and verify agreed work.	Legitimate interests; contractual necessity only where applicable to the individual; consent where required
Optional analytics or ads	Understand website use or measure future campaigns only after a valid visitor choice where storage/access rules apply.	Consent

5. Our legitimate interests

MSE's legitimate interests include finding and speaking with relevant business decision-makers, responding usefully, maintaining a coherent company and project history, delivering and improving engineering services, protecting confidential information and systems, preventing misuse, recovering debts and handling legal claims. Before relying on legitimate interests, MSE considers necessity, reasonable expectations and the effect on the person. A person may object at any time; direct-marketing objections are honoured without requiring an explanation.

6. Business-to-business outreach

MSE may use publicly available or lawfully supplied business contact information to approach organisations and roles likely to be relevant to its services. MSE keeps outreach targeted, identifies itself and provides a simple way to object. Rules differ for corporate bodies, sole traders, partnerships and personal contact details, so MSE applies consent or another lawful route where required. An objection or do-not-contact decision may be kept on a suppression record so the request continues to be respected.

7. Photographs, recordings and customer material

MSE may make ordinary written notes of calls, meetings, visits and agreed work. MSE asks before making audio, video or transcript recordings of a call or meeting, and before taking photographs, audio, video or other recordings on site. Material authorised for investigation or project evidence is used for that purpose and protected as customer information. Identifiable publication or promotional use requires separate specific written permission. Genuinely anonymised, non-confidential learning may be used only where the applicable confidentiality terms permit it and the business, customers and individuals cannot reasonably be identified.

Where particular information is needed to arrange or deliver requested work, MSE will identify what is required and explain if the work cannot proceed without it. Optional publicity permission is not a condition of buying MSE's services.

8. Website cookies, pixels and similar technologies

The website may use technologies that are strictly necessary for security, requested functions and remembering privacy choices. Optional analytics, advertising pixels or comparable technologies will not be used until the visitor has made a valid choice through the website controls. Refusing optional technologies will not block ordinary access to the site. A visitor can change or withdraw the choice through the cookie controls shown on the website whenever optional technologies are in use.

Before any new analytics or advertising tool is activated, MSE will update the website controls and supporting information to identify the purpose, provider, duration and relevant data sharing. This Notice does not itself switch on or authorise a tracking tool.

9. Who receives information

MSE may share only what is reasonably needed with service providers supporting hosting, cybersecurity, email, calendar and booking, cloud storage, document handling, CRM, accounting, payment administration or professional advice; with competent assistants or subcontractors supporting agreed work; with the relevant customer, supplier or project participant; and with regulators, courts, law-enforcement bodies or other authorities where disclosure is required or legally justified.

Providers are selected and managed to protect the information and may use it only for authorised services or their own clearly stated lawful obligations. MSE does not sell personal information and does not permit a service provider to use customer project material for the provider's unrelated advertising.

10. International processing

Some service providers may store or support information outside the United Kingdom. Where UK data-protection law requires protection for a restricted transfer, MSE will rely on an applicable adequacy regulation, recognised contractual safeguards or another lawful transfer mechanism and will take supplementary measures where appropriate. Further information about the relevant safeguard can be requested using the contact details below.

11. How long information is kept

MSE keeps information only for as long as reasonably needed for the purpose, a continuing relationship and legal or record-keeping obligations. The working starting points below may be shortened or extended where the context, a dispute, an ongoing relationship, a legal hold or a specific agreement requires it.

- Prospect and ordinary outreach records: normally up to 24 months after the last meaningful contact, with a minimal suppression record kept longer where needed to honour an objection.
- Contracts, project records, approvals, significant evidence and commercial correspondence: normally six years after the project or relationship ends, or longer where a live claim or legal requirement applies.
- Invoices, payment and tax records: normally six years after the relevant financial period, subject to applicable legal requirements.
- Authorised site media and working copies: kept for the investigation or project and then deleted or retained with the core project record only where reasonably needed for evidence, rights or obligations.

- Security logs, website analytics and cookie-choice records: according to the purpose and configured period stated in the website controls or provider information, with optional data collected only after the required choice.

12. Security

MSE uses proportionate organisational and technical measures intended to prevent unauthorised access, alteration, disclosure or loss. These include access control, account protection, restricted sharing, appropriate backup and retention practices, and confidentiality obligations for people supporting the work. No system can be guaranteed completely secure; suspected incidents are assessed and notified where the law requires.

13. Your rights

Depending on the circumstances, a person may have the right to ask for access, correction, deletion, restriction, portability or objection; to withdraw consent for future use; and to complain. Direct marketing can be stopped at any time. These rights are not absolute. For example, MSE may need to keep information required for a contract, legal obligation, suppression record or legal claim.

Send a request to mike@mse-engineering.com. MSE may ask for reasonable information to verify identity and locate the record. There is normally no fee, and MSE aims to respond within one month unless the law permits an extension. Withdrawing consent does not make earlier lawful use invalid.

14. Automated decisions

MSE does not use personal information to make solely automated decisions that produce legal or similarly significant effects. Tools may help organise records or analyse website activity, but material commercial and engineering decisions remain subject to human judgement.

15. Questions and complaints

Contact Mike Retegan at mike@mse-engineering.com or +44 7769 025906. MSE will try to resolve a concern directly. A person may also complain to the UK Information Commissioner's Office (ICO). Current contact and complaint information is available at ico.org.uk. Visit the ICO website

16. Changes to this Notice

MSE may update this Notice as its services, systems or legal obligations evolve. The published version and date will show what applies at that time. A material change will be highlighted where reasonably practical; an earlier version will be retained where it is needed to understand past handling.

CONTROLLER DETAILS

Manufacturing Systems Engineering Ltd | Registered in England and Wales No. 14515464. Registered office: The Den, Easton Business Centre, Felix Road, Bristol, BS5 0HE. mike@mse-engineering.com | +44 7769 025906 | mse-engineering.com. Document date: 15 September 2026.