

Mime Analysis Services: Terms and Conditions of Use

Effective Date: These Terms and Conditions of Use are effective from 30th January 2026.

Definitions used in these Terms and Conditions

- **Authorised User** – An individual user that has been given access to the System
- **Effective Date** – The date from which these Terms and Conditions of Use are effective
- **Licence Holder** – A Provider that has registered and paid for an account for a defined Licence Period
- **Licence Period** – A period of time, defined by a start and end date, that you are allowed to use the System for based on the licence you have purchased from us. This is normally a period at least one year
- **Mime Consulting Ltd** ("we", "our", "us", "Mime") – The company (registered number 06306298) responsible for developing the System, and the owners of the System
- **System** – The system used to provide analysis to Licence Holders (which is normally via a Mime website)
- **Third Party** – Another organisation which is legally separate to Mime Consulting Ltd
- **Website** – The Mime website that is used to distribute analysis (including www.mime.org.uk, www.mimeonline.co.uk, www.datapix.co.uk and subdomains such as [organisation name].datapix.co.uk

Usage of the System

By using the Website or by creating or using a System account, you are agreeing to be bound by the following terms and conditions ("Terms and Conditions of Use") including those additional terms and conditions and policies referenced herein and/or available by hyperlink. These Terms and Conditions of Use apply to all users of the site.

Please read these Terms and Conditions of Use carefully before accessing or using a Mime Website. If you do not agree to all the Terms and Conditions of Use, then you may not access the Website or use the System. If these Terms and Conditions of Use are considered an offer, acceptance is expressly limited to these Terms and Conditions of Use.

Any new features or tools which are added to the Website shall also be subject to the Terms and Conditions of Use. You can review the most current version of the Terms and Conditions of Use at any time by clicking on Terms and Conditions link in the footer of the Website. We reserve the right to update, change or replace any part of these Terms and Conditions of Use by posting updates and/or changes to our Website. Your continued use of or access to the Website following the posting of any changes constitutes acceptance of those changes.

Privacy

Your privacy and the protection of your data is of the utmost importance to us.

By using the System or by registering a System account, you are consenting to the use of your information as set out in this privacy statement. If you do not agree to any of the provisions of this privacy statement you should not use the Website.

For the purpose of the General Data Protection Regulation (GDPR), the data controller is Mime Consulting Ltd.

1. Information provided by you when creating an account

When you create a System account, or a System account is created for you, the following information will normally be asked for:

- Essential information - Your name, email address and your organisation
- Non-essential information – You can also tell us your phone number (for assistance in us providing you with technical support)

2. Information we automatically store when you use the System

The following information will be securely stored from your use of the Website:

- The Internet Protocol (IP) address of the device from which you access the website from (which could be used to identify the city from which you are accessing the website)
- The time, frequency and duration of your visits to the website
- The analysis reports you run and the selections you make on those reports
- The device and operating system used to visit the website (so we can understand which technology we need to support)

3. How we will use this information

We will use your information in the following ways:

- To allow you to securely retrieve the information from different Internet-enabled computers via the Website
- To allow you to produce analysis reports
- For us to provide technical support to you
- To communicate information about the System to you via email, for example new features or to send invoices (this may be via a third party email system)
- If required to do so by law (including in response to a court order or other legal demand)
- In the event that Mime is sold outright or on a merger of our business, or in the event of our insolvency, we may transfer your information to any person or company that acquires all or substantially all of the assets or business of the System

There are certain things we will never do with your data:

- We will never share information about you as an individual to marketing organisations
- We will never make public information about you as an individual
- We will never send you spam emails

4. Requesting access to the information we hold about you (Subject Access Request)

If you wish to access or amend any personal data we hold about you, please contact us at privacy@mime.org.uk.

5. Requesting that we delete the information we hold about you

If you wish for us to delete the personal information we hold about you from our servers, please email us at privacy@mime.org.uk. We will then delete your individual account within 30 days. However, we may need to retain some of your personal data in order to fulfil our legal obligations, or where we have a legitimate legal reason for doing so.

6. Cookies

In common with most websites, we use cookies to help us improve the Website and the Services (in particular, Google Analytics cookies). Cookies are small text files that are placed on your computer by websites that you visit. These text files can be read by these websites and help to identify you and improve your user experience when you return to a website.

To find out how to see what cookies have been set and how to reject and delete cookies, please visit www.aboutcookies.org. To opt-out of analysis by Google Analytics on the Website and other websites, please visit tools.google.com/dlpage/gaoptout.

Data Protection & Security

We take security of your personal data very seriously and as such:

- We are Cyber Essentials accredited
- Data is held on a secure server, with multiple levels of 24/7 security
- All user passwords are encrypted
- We adhere to a strict Information Security Policy (available on request) to ensure compliance with data protection legislation. All employees and sub-contractors requiring access to confidential or Sensitive Data sign to confirm their acceptance of this policy
- We are registered with the Information Commissioners Office (reference Z1059351).
- Where handling personal data, Mime shall abide by the terms of the General Data Protection Regulation (GDPR)

Retention period

Details of System users and their system usage are retained for up to 5 years for audit and analysis purposes after which they are deleted.

Terms of Licence

If you have purchased a licence for the System, or been granted a free licence by us, we hereby grant to you, subject to these Terms and Conditions of Use, a non-exclusive, non-transferable and non-refundable licence for the System.

You shall not, and shall ensure that your organisation's Authorised Users shall not, store any material on the Website that is unlawful, harmful, defamatory, obscene, racially or ethnically offensive, depicts sexually explicit images, or promotes any unlawful activity.

Changes to the Website and Access to the Website

1. Website availability

The Website will normally be available 24 hours a day. However, we make no guarantees that the Website will be available for 100% of the time, as there may be periods of site maintenance, upgrades or server outages that necessitate some downtime.

We reserve the right at any time to discontinue providing access to the Website, temporarily or permanently. In the case of any suspension or discontinuation we shall use all reasonable endeavours to notify registered users of such decision well in advance.

It is very unlikely that we will permanently discontinue providing access to the website whilst we have active licence holders. However, if we did discontinue providing access, we will endeavour to provide at least 12 months' notice to licence holders. If this meant that a licence holder was not able to access the website within their licence period (for example if they had a multiple year licence), a proportionate reimbursement would be made to the Provider.

You hereby agree that the Mime Consulting Ltd and our subsidiaries, affiliates, successors, assigns, employees, agents, directors, officers and shareholders shall not be liable to you or to any third party for any changes or modifications to the Website, or for any decision to suspend or discontinue the Website, or your possibility to use or access the same from or within any territory or territories.

2. Changes to the System

Features are often added to or removed from the System following feedback from our Licence Holders. We may withdraw, or introduce, new features, products or types of account at any time and for any reason, and may change the prices charged for licences for the System. In the event of any increase in the price or material reduction in the features of any account to which you have subscribed, such change(s) will be communicated to you and will only take effect with respect to any subsequent renewal of your licence. You will have no obligation to continue using the System following any such communication.

Ownership and Copyright

The System is protected by copyright laws and international copyright treaties, as well as other intellectual property laws and treaties. Title, ownership rights, and all intellectual property rights in and to the System and related documentation shall remain with us and/or our licensors (as appropriate). You agree not to modify the System, reproduce or distribute the System except as expressly authorised herein, create derivative works of, or attempt to decipher, translate, decompile, disassemble, reverse engineer the System or otherwise attempt to derive the source code of the System or assist or encourage any third party in doing so.

Limitation of Liability and Indemnity

The Website is provided "as-is". We hereby disclaim all representations and warranties, express or implied, with respect to the Website, including without limitation, warranties of fitness for a particular use or purpose, merchantability and non-infringement. This does not affect any rights you may have under the Consumer Rights Act 2015 or any other relevant legislation.

Whilst we will use reasonable endeavours to correct any errors or omissions on the Website as soon as practical once they have been brought to our attention, we make no warranties that the Website will operate without interruption or be error-free. We make no representations about the suitability of the Website or about the accuracy of any content or information made accessible by the Website.

Neither we nor anyone else who has been involved in the creation, production or delivery of the Website shall be liable for any loss of revenue, profit or data, or for damages (including direct, indirect, incidental, punitive, consequential and special damages), whether in tort, contract or otherwise, arising out of the your or any third party's use or inability to use the Website (including that resulting from a temporary or permanent suspension of service). We do not exclude any liability for death or injury caused by its negligence.

Under no circumstances will we be held responsible for the outcomes of any decisions made, or any advice or guidance provided as a result of the information used on the System.

Indemnification

You hereby agree to indemnify, defend and hold harmless us, our successors, assigns, affiliates, agents, directors, officers, employees and shareholders from and against any and all claims, obligations, damages, losses, expenses, and costs, including reasonable attorneys' fees, resulting from:

- any violation by you of these Terms and Conditions of Use; and/or.
- any activity related to your account, be it by you or by any other person accessing your account with or without your consent unless such activity was caused by our act or default.

Changes and Updates to These Terms and Conditions

We may occasionally update these Terms and Conditions of Use (for example when introducing new features) and when we do so, we will revise the Effective Date shown. Your use of the Website means you accept the Terms and Conditions of Use that are shown on the Website at the point of use.