

# Privacy Policy

How Meikai collects, uses, stores, and protects personal data on the website and platform.

## Introduction

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This Privacy Policy describes how MEIKAI LTD processes personal data when you use the Meikai website and software platform.

We process data in accordance with GDPR, UK GDPR, and other applicable European data protection laws.

Platform use is also governed by our Terms of Service. Enterprise customers may execute a Data Processing Addendum.

## 1. Data Controller

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MEIKAI LTD · Company number: 16607357 · Registered office: 51h Wickham Road, London, England, SE4 1LT

Email: [contact@meikai.ai](mailto:contact@meikai.ai)

## 2. Scope

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Applies to visitors of <https://www.meikai.ai>, platform users, and authorised representatives of customer companies.

## 3. Personal Data We Collect

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### 3.1 Data Provided Directly

- Communications
- Account credentials
- Company name and role
- Professional email
- Name and surname

### 3.2 Data Through Use

- Settings and preferences
- Usage data
- Login and access logs

### 3.3 Technical Data

- Date and time
- OS
- Browser and device
- IP address

### 3.4 Analytics (GA4)

Google Analytics on the website with consent only. See Cookie Policy.

## 4. Purposes and Legal Bases

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Purpose	Legal basis
Website analytics (GA4)	Consent (Art. 6(1)(a) GDPR)
Account creation and management	Contract performance
Service delivery	Contract performance
Customer support	Legitimate interest
Security and fraud prevention	Legitimate interest
Legal obligations	Legal obligation

## 5. AI Processing

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Automated analysis only; no solely automated decisions with legal or similarly significant effects.

## 6. Recipients and Subprocessors

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Authorised personnel and providers including Google Cloud Platform and Google Analytics (with consent). List at [www.meikai.ai/subprocessors](http://www.meikai.ai/subprocessors).

## 7. International Transfers

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Transfers outside EEA/UK use SCCs, UK Addendum, IDTA, or adequacy as applicable.

## 8. Retention

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Data retained only as necessary for stated purposes and legal obligations.

## 9. Security

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Appropriate technical and organisational measures. See [www.meikai.ai/security](http://www.meikai.ai/security).

## 10. Your Rights

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Access, rectify, erase, restrict, object, portability. Withdraw analytics consent via cookie settings.

## **11. Complaints**

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You may lodge a complaint with a supervisory authority (e.g. ICO, CNIL).

## **12. Cookies**

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See Cookie Policy on [www.meikai.ai](http://www.meikai.ai).

## **13. Contact**

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Email: [contact@meikai.ai](mailto:contact@meikai.ai)