

MyMyx Privacy Policy

How MyMyx handles personal information

Effective date: 13 September 2026

This Privacy Policy explains how MyMyx Ltd (MyMyx, we, us or our) collects, uses, shares and protects personal information when you use the MyMyx mobile application, website and related services (the Service).

1. Who is responsible for your information?

MyMyx Ltd is the controller of personal information described in this policy, unless we explain otherwise. We are registered in England and Wales under company number [INSERT COMPANY NUMBER], with registered office at [INSERT REGISTERED OFFICE ADDRESS].

Privacy contact: [INSERT PRIVACY EMAIL]. You may also write to the registered office above.

2. Scope and age limit

This policy applies to the MyMyx app, website, account, support and communications. MyMyx is intended for users aged 16 and over. We do not knowingly allow children under 16 to create accounts. If you believe a child under 16 has provided personal information, contact us so we can investigate and delete it where appropriate.

3. Information we collect

Category	Examples
Account and identity	Name, display name, email address, authentication identifier, user role (for example musician, band, venue or engineer), profile and account settings.
Show and app activity	Shows created or joined, show codes or invitations, instrument choices, favourites, profiles, presets, “more” and “less” requests, confirmations, timestamps and participant relationships.
Subscription and transaction	Plan, subscription status, purchase or renewal dates, app-store transaction references and limited billing information. We do not normally receive full payment-card details from an app store or payment processor.
Device and technical	Device and app version, operating system, language, IP address, approximate region derived from IP, identifiers, crash reports, diagnostics, security events, logs and performance data.
Support and communications	Messages, feedback, survey responses, attachments and details needed to investigate a question, complaint or fault.
Marketing preferences	Whether you have asked to receive or opted out of marketing, and interaction with our communications.
Website data	Cookie or similar technology data, pages viewed, referral source and interactions, where used and subject to the choices described in our cookie controls.

4. How we obtain information

- directly from you when you register, configure your profile, create or join a show, make requests, subscribe or contact us;
- from other users when they invite you, add you to a band or show, or configure a role or instrument for you;
- automatically from the app, website, device and supporting technology; and
- from service providers such as Apple, Google, authentication, hosting, analytics, crash-reporting, communications and payment providers.

5. Why we use information and our lawful bases

Purpose	Information typically used	Lawful basis
Create accounts and provide show communications, profiles, requests and confirmations.	Account, show and app activity, device data.	Performance of our contract with you.
Manage subscriptions, purchases, access and customer service.	Account, transaction and support data.	Contract; legal obligations; legitimate interests in administering the Service.
Keep the Service secure, prevent fraud or misuse, troubleshoot and maintain reliability.	Account, device, logs, security events and app activity.	Legitimate interests in security and reliable operation; legal obligations where applicable.
Measure use and improve features, usability and performance.	App activity, diagnostics, feedback and aggregated analytics.	Legitimate interests in improving the Service; consent where required for non-essential tracking.
Send essential service messages, such as security, account, show or subscription notices.	Account, contact, show and transaction data.	Contract; legitimate interests in operating the Service.
Send product news, offers or marketing.	Contact details, preferences and engagement.	Consent where required; otherwise legitimate interests where permitted. You may opt out at any time.
Meet legal, tax, accounting, regulatory and dispute requirements.	Relevant account, transaction, communication and technical data.	Legal obligation; legitimate interests in establishing or defending legal claims.

Where we rely on legitimate interests, we consider whether the use is necessary and balanced against your rights. You may object to processing based on legitimate interests. Where we rely on consent, you may withdraw it at any time without affecting earlier lawful processing.

6. How information appears within a show

MyMyx is designed for group communication. When you join a show, authorised participants may see your display name, role, selected instruments, requests, confirmations and related timestamps. A show owner, band administrator, venue or engineer may manage participants and settings. Do not include sensitive or unnecessary personal information in names, profiles or requests.

7. Sharing personal information

We may share personal information with:

- other authorised participants in a show, as described above;

- suppliers that provide hosting, databases, authentication, app distribution, payment processing, analytics, crash reporting, communications and customer support. This is expected to include Google Firebase and may include Apple App Store and Google Play, depending on your device and purchase route;
- professional advisers, insurers, auditors and potential investors or purchasers where reasonably necessary and subject to confidentiality protections;
- courts, regulators, law enforcement or other parties where required by law or reasonably necessary to protect rights, safety and security; and
- a buyer or successor if our business or assets are reorganised, financed, sold or transferred.

We do not sell personal information. We do not permit service providers to use it for their own independent marketing.

8. International transfers

Some suppliers may process information outside the United Kingdom. Where UK data-protection law requires safeguards, we use an approved transfer mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another lawful safeguard. You may contact us for information about the safeguard relevant to your data.

9. Retention

We keep personal information only as long as reasonably necessary for the purposes above, including legal, accounting, security and dispute needs. Our intended baseline periods are:

- active account and current show data: while the account or show remains active;
- deleted or closed accounts: deletion or anonymisation from active systems within 30 days where reasonably practicable, with residual encrypted backups cycling out within up to 90 days;
- live requests and show history: up to 12 months after the relevant show unless the user deletes it earlier or a longer period is clearly selected as a saved profile/history feature;
- transaction, tax and accounting records: normally six years after the relevant financial year or transaction, where required;
- security, diagnostic and server logs: normally up to 12 months, with shorter periods where practical;
- support records and complaints: normally up to three years after closure, or longer if needed for a legal claim; and
- marketing records: until you opt out, plus a minimal suppression record so we can respect that choice.

We may retain information longer where law, litigation, fraud prevention or an active investigation requires it. We may retain anonymous or aggregated information that no longer identifies an individual.

10. Security

We use appropriate technical and organisational measures intended to protect personal information, including access controls, authentication, encryption in transit, supplier controls, logging and security review. No online service is completely secure. You must protect your credentials and show codes and contact us promptly if you suspect unauthorised access.

11. Your data-protection rights

Depending on the circumstances, UK data-protection law gives you rights to:

- be informed about how your personal information is used;
- request access to your personal information;
- ask us to correct inaccurate or incomplete information;

- ask us to erase information;
- ask us to restrict processing;
- receive certain information in a portable format and ask us to transmit it to another provider;
- object to processing based on legitimate interests or to direct marketing;
- withdraw consent at any time where processing relies on consent; and
- ask for human review of a decision based solely on automated processing that produces legal or similarly significant effects. We do not currently use MyMyx account data for such decisions.

These rights can be limited in some circumstances. We may need to verify your identity. We normally respond within one month and do not charge a fee unless a request is manifestly unfounded, excessive or repetitive as permitted by law.

12. Account deletion and requests

1. Use the in-app account settings where available, or email [INSERT PRIVACY EMAIL].
2. State the right you wish to exercise and the email address linked to your account.
3. Do not send passwords. We may request proportionate information to verify identity.

Deleting an account does not necessarily cancel an Apple App Store or Google Play subscription. Cancel the subscription separately through the relevant store settings.

13. Marketing and notifications

Essential account, show, security and subscription messages are part of the Service. Marketing communications are optional. You can opt out using the unsubscribe method in a message or by contacting us. Device notifications can be controlled in the app or device settings, but disabling them may affect live request alerts.

14. Cookies and similar technologies

Our website and app may use essential local storage, software development kits, cookies or similar technologies for login, security, preferences and core operation. Analytics or marketing technologies will be used only in accordance with applicable consent requirements. Where relevant, our cookie banner or settings provide more detail and choices.

15. Complaints

Please contact us first at [INSERT PRIVACY EMAIL] so we can try to resolve your concern. You also have the right to complain to the UK Information Commissioner's Office (ICO): <https://ico.org.uk/make-a-complaint/> or telephone 0303 123 1113. If you are outside the UK, you may also have the right to contact your local data-protection authority.

16. Changes to this policy

We may update this policy to reflect changes to the Service, suppliers, law or our practices. We will post the updated version and change the effective date. We will give additional notice where a change is material or where law requires it.

17. Contact us

MyMyx Ltd
[INSERT REGISTERED OFFICE ADDRESS]
[INSERT PRIVACY EMAIL]
<https://www.mymyxapp.com>