

Our Data Privacy Commitment

As the MX Design agency we develop strategy and create media plans built around knowledge of people's observed and claimed behaviours, and try to understand why people think, feel and act the way they do. To feed this understanding we use a variety of different research and information sources, from ethnography to neuroscience, to behavioural economics, to data analytics. It's this detailed understanding that helps us to improve the way we communicate to our clients' customers and potential customers.

As data provides the backbone of this understanding, we have a company commitment to always act responsibly with all the data that we hold and have a commitment to only use this data to improve the way we communicate relevant and helpful messages to people.

We treat as a priority the protection and secure storage of our data and our data privacy policy is designed to guide you through how we use and store this data. Our full policy is available upon request.

It is very important to us that any guests, clients, partners and employees feel completely comfortable with the way we use data, so please do not hesitate to contact us if you have any questions or would like further assurances on our data privacy commitment.

To contact us about our data privacy policy please email us:
datapolicyteam@bicyclelondon.com