

## Privacy Policy, GDPR compliant

**We** take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who **we** are and how and why **we** collect, store, use and share your personal data. It also explains your rights in relation to your personal data and how to contact **us** or supervisory authorities in the event you have a complaint.

When **we** use your personal data **we** are regulated under the General Data Protection Regulations (GDPR) which apply across the European Union (including in the United Kingdom) and **we** are responsible as ‘controller’ of that personal data for the purposes of the GDPR. **Our** use of your personal data is subject to your instructions, the GDPR, other relevant UK and EU legislation and our professional duty of confidentiality.

### Key terms

It would be helpful to start by explaining some key terms used in this policy:

We, us, our	Parfitt Cresswell and Parfitt Cresswell trading as Colemans, Keene Marsland, Jevons Riley & Pope, Max Barford and Co
Privacy Officer	Anne Chambers privacy@parfittcresswell.com
Personal data	Any information relating to an identified or identifiable individual
Special category personal data	Personal data revealing racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs or trade union membership Genetic and biometric data Data concerning health, sex life or sexual orientation

### Personal data we collect about you

The table below sets out the personal data **we** will or may collect in the course of advising and/or acting for you.

Personal data we will collect	Personal data we may collect depending on why you have instructed us
<ul style="list-style-type: none"> <li>○ Your name, address and telephone number</li> <li>○ Information to enable <b>us</b> to check and verify your identity, e.g. your date of birth or passport details</li> <li>○ Electronic contact details e.g. your email address and mobile phone number</li> <li>○ Information relating to the matter in which you are seeking our advice or representation</li> </ul>	<ul style="list-style-type: none"> <li>○ Your National Insurance and tax details</li> <li>○ Your bank and/or building society details</li> <li>○ Details of your professional online presence, e.g. LinkedIn profile</li> <li>○ Details of your spouse/partner and dependants or other family members, e.g. if you instruct <b>us</b> on a family matter or a will</li> <li>○ Your employment status and details including salary and benefits, e.g. if you instruct <b>us</b> on a matter related to your employment or in which your employment status or income is relevant</li> </ul>

Personal data we will collect	Personal data we may collect depending on why you have instructed us
<ul style="list-style-type: none"> <li>○ Information to enable <b>us</b> to undertake a credit or other financial checks on you</li> <li>○ Your financial details so far as relevant to your instructions, e.g. the source of your funds if you are instructing on a purchase transaction</li> <li>○ Information about your use of <b>our</b> IT, communication and other systems, and other monitoring</li> </ul>	<ul style="list-style-type: none"> <li>○ Your nationality and immigration status and information from related documents, such as your passport or other identification, and immigration information, e.g. if you instruct <b>us</b> on an immigration matter</li> <li>○ Details of your pension arrangements, e.g. if you instruct <b>us</b> on a pension matter or in relation to financial arrangements following breakdown of a relationship</li> <li>○ Your employment records including, where relevant, records relating to sickness and attendance, performance, disciplinary, conduct and grievances (including relevant special category personal data), e.g. if you instruct <b>us</b> on matter related to your employment or in which your employment records are relevant</li> <li>○ Your racial or ethnic origin, gender and sexual orientation, religious or similar beliefs, e.g. if you instruct <b>us</b> on discrimination claim</li> <li>○ Your trade union membership, e.g. if you instruct <b>us</b> on discrimination claim or your matter is funded by a trade union</li> <li>○ Personal identifying information, such as your hair or eye colour or your parents' names, e.g. if you instruct <b>us</b> to incorporate a company for you</li> <li>○ Your medical records, e.g. very occasionally we may require this when acting for you in relation to a Will or LPA.</li> </ul>

This personal data is required to enable **us** to provide **our** service to you. If you do not provide personal data **we** ask for, it may delay or prevent **us** from providing services to you.

### How your personal data is collected

**We** collect most of this information from you. However, **we** may also collect information:

- from publicly accessible sources, e.g. Companies House or HM Land Registry;
- directly from a third party, e.g.:
  - sanctions screening providers;
  - credit reference agencies;
  - client due diligence providers;
- from a third party with your consent, e.g.:
  - your bank or building society, another financial institution or advisor;
  - consultants and other professionals **we** may engage in relation to your matter;
  - your employer and/or trade union, professional body or pension administrators;
  - your doctors, medical and occupational health professionals;
- via our information technology (IT) systems, e.g.:
  - case management, document management and time recording systems;

- door entry systems and reception logs;
- automated monitoring of **our** websites and other technical systems, such as **our** computer networks and connections, communications systems, email and instant messaging systems;

## How and why we use your personal data

Under data protection law, **we** can only use your personal data if **we** have a proper reason for doing so, e.g.:

- to comply with **our** legal and regulatory obligations;
- for the performance of **our** contract with you or to take steps at your request before entering into a contract;
- for **our** legitimate interests or those of a third party; or
- where you have given consent.

A legitimate interest is when **we** have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what **we** use (process) your personal data for and **our** reasons for doing so:

What we use your personal data for	Our reasons
To provide legal services to you	For the performance of <b>our</b> contract with you or to take steps at your request before entering into a contract
Conducting checks to identify <b>our</b> clients and verify their identity Screening for financial and other sanctions or embargoes Other processing necessary to comply with professional, legal and regulatory obligations that apply to <b>our</b> business, e.g. under health and safety regulation or rules issued by <b>our</b> professional regulator	To comply with <b>our</b> legal and regulatory obligations
Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies	To comply with <b>our</b> legal and regulatory obligations
Ensuring business policies are adhered to, e.g. policies covering security and internet use	For <b>our</b> legitimate interests or those of a third party, ie to make sure <b>we</b> are following our own internal procedures so <b>we</b> can deliver the best service to you
Operational reasons, such as improving efficiency, training and quality control	For our legitimate interests or those of a third party, ie to be as efficient as <b>we</b> can so <b>we</b> can deliver the best service for you at the best price
Ensuring the confidentiality of commercially sensitive information	For <b>our</b> legitimate interests or those of a third party, ie to protect our intellectual property and other commercially valuable information To comply with <b>our</b> legal and regulatory obligations
Statistical analysis to help <b>us</b> manage our practice, e.g. in relation to our financial performance, client base, work type or other efficiency measures	For <b>our</b> legitimate interests or those of a third party, ie to be as efficient as we can so <b>we</b> can delivery the best service for you at the best price

What we use your personal data for	Our reasons
Preventing unauthorised access and modifications to systems	<p>For <b>our</b> legitimate interests or those of a third party, ie to prevent and detect criminal activity that could be damaging for <b>us</b> and for you</p> <p>To comply with <b>our</b> legal and regulatory obligations</p>
Updating and enhancing client records	<p>For the performance of <b>our</b> contract with you or to take steps at your request before entering into a contract</p> <p>To comply with <b>our</b> legal and regulatory obligations</p> <p>For <b>our</b> legitimate interests or those of a third party, e.g. making sure that <b>we</b> can keep in touch with <b>our</b> clients about existing and new services</p>
Statutory returns	To comply with <b>our</b> legal and regulatory obligations
Ensuring safe working practices, staff administration and assessments	<p>To comply with <b>our</b> legal and regulatory obligations</p> <p>For <b>our</b> legitimate interests or those of a third party, e.g. to make sure we are following <b>our</b> own internal procedures and working efficiently so <b>we</b> can deliver the best service to you</p>
<p>Marketing <b>our</b> services to:</p> <ul style="list-style-type: none"> <li>○ existing and former clients;</li> <li>○ third parties who have previously expressed an interest in <b>our</b> services;</li> <li>○ third parties with whom <b>we</b> have had no previous dealings.</li> </ul>	For <b>our</b> legitimate interests or those of a third party, ie to promote <b>our</b> business to existing and former clients
External audits and quality checks, e.g. for Lexcel ISO or Investors in People accreditation and the audit of <b>our</b> accounts	<p>For <b>our</b> legitimate interests or a those of a third party, ie to maintain our accreditations so <b>we</b> can demonstrate <b>we</b> operate at the highest standards</p> <p>To comply with <b>our</b> legal and regulatory obligations</p>

The above table does not apply to special category personal data, which **we** will only process with your explicit consent.

### Promotional communications

**We** may use your **personal data** to send you updates (by email, text message, telephone or post) about legal developments that might be of interest to you and/or information about **our** services, including exclusive offers, promotions or new services.

**We** have a legitimate interest in processing your **personal data** for promotional purposes (see above 'How and why we use your personal data'). This means **we** do not usually need your consent to send you promotional communications. However, where consent is needed, **we** will ask for this consent separately and clearly.

**We** will always treat your **personal data** with the utmost respect and never sell or share it with other organisations for marketing purposes.

You have the right to opt out of receiving promotional communications at any time by:

- contacting **us** by email to [privacy@parfittcresswell.com](mailto:privacy@parfittcresswell.com) or by post to 593-599 Fulham Road, SW6 5UA
- using the 'unsubscribe' link in emails or 'STOP' number in texts
- updating your marketing preferences on **our** website at <http://www.parfittcresswell.com/mydetails/>

**We** may ask you to confirm or update your marketing preferences if you instruct **us** to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

## Who we share your personal data with

**We** routinely share personal data with:

- professional advisers who **we** instruct on your behalf or refer you to, e.g. barristers, medical professionals, accountants, tax advisors or other experts;
- other third parties where necessary to carry out your instructions e.g. your mortgage provider or HM Land Registry in the case of a property transaction or Companies House;
- credit reference agencies;
- **our** insurers and brokers;
- external auditors, e.g. in relation to quality or accounts audits
- **our** banks;
- external service suppliers, representatives and agents that **we** use to make **our** business more efficient, e.g., costs draftsmen, accountants, surveyors, valuers, experts, HMRC, HM Courts & Tribunals, HM Probate Registry, matrimonial counsellors, HM Land Registry, typing services and accounts providers, marketing agencies, document collation or analysis suppliers;

**We** only allow **our** service providers to handle your **personal data** if **we** are satisfied they take appropriate measures to protect your **personal data**. **We** also impose contractual obligations on service providers relating to ensure they can only use your **personal data** to provide services to **us** and to you.

**We** may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with **our** legal and regulatory obligations.

**We** may also need to share some **personal data** with other parties, such as during a re-structuring or acquisition of another firm. Usually, information will be anonymised but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

**We** will not share your **personal data** with any other third party.

## Where your personal data is held

Information may be held at **our** offices and/or at its external storage/archive facilities, third party agencies, service providers, representatives and agents as described above (see '**Who we share your personal data with**').

Some of these third parties may be based outside the European Economic Area. For more information, including on how we safeguard your **personal data** when this occurs, see below: '**Transferring your personal data out of the EEA**'

## How long your personal data will be kept

**We** will keep your **personal data** after **we** have finished advising or acting for you. **We** will do so for one of these reasons:

- to respond to any questions, complaints or claims made by you or on your behalf;

- to show that we treated you fairly;
- to keep records required by law.

**We** will not retain your data for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of data. Further details on this are available in our Privacy Notice.

When it is no longer necessary to retain your **personal data**, **we** will delete or anonymise it.

### Transferring your personal data out of the EEA

To deliver services to you, it is sometimes necessary for us to share your **personal data** outside the European Economic Area (EEA), e.g.:

- with your and **our** service providers located outside the EEA;
- if you are based outside the EEA;
- where there is an international dimension to the matter in which we are advising you.

These transfers are subject to special rules under European and UK data protection law.

If you would like further information please contact **Privacy Officer**: email to [privacy@parfittcresswell.com](mailto:privacy@parfittcresswell.com) or write to 593-599 Fulham Road, London SW6 (see 'How to contact us' below).

### Your rights

You have the following rights, which you can exercise free of charge:

Access	The right to be provided with a copy of your <b>personal data</b>
Rectification	The right to require <b>us</b> to correct any mistakes in your <b>personal data</b>
To be forgotten	The right to require <b>us</b> to delete your <b>personal data</b> —in certain situations
Restriction of processing	The right to require <b>us</b> to restrict processing of your <b>personal data</b> —in certain circumstances, e.g. if you contest the accuracy of the data
Data portability	The right to receive the <b>personal data</b> you provided to <b>us</b> , in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object	The right to object: <ul style="list-style-type: none"> <li>○ at any time to your <b>personal data</b> being processed for direct marketing (including profiling);</li> <li>○ in certain other situations to <b>our</b> continued processing of your personal data, e.g. processing carried out for the purpose of <b>our</b> legitimate interests.</li> </ul>
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please contact **us** or see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

complete a data subject request form, available on our website at <http://www.parfittcresswell.com/mydetails/>

- email, call or write to **our Privacy Officer**: email to [privacy@parfittcresswell.com](mailto:privacy@parfittcresswell.com) or write to 593-599 Fulham Road, London SW6 5UA see below: 'How to contact us'; and
- let **us** have enough information to identify you e.g. your full name, address and client or matter reference number;

- let **us** have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let **us** know what right you want to exercise and the information to which your request relates.

### Keeping your personal data secure

**We** have appropriate security measures to prevent **personal data** from being accidentally lost, or used or accessed unlawfully. **We** limit access to your **personal data** to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

**We** also have procedures in place to deal with any suspected data security breach. **We** will notify you and any applicable regulator of a suspected data security breach where **we** are legally required to do so.

[If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

### How to complain

**We** hope that **we** can resolve any query or concern you may raise about our use of your information.

The GDPR also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

### Changes to this privacy policy

This privacy policy was published on 14<sup>th</sup> May 2018.

**We** may change this privacy policy from time to time, when **we** do we will inform you our website or by direct communication with you.

### How to contact us

Please contact our **Privacy Officer** by post, email or telephone if you have any questions about this privacy policy or the information we hold about you.

Our contact details are shown below:

<b>Our contact details</b>
593-599 Fulham Road London SW6 5UA <a href="mailto:privacy@parfittcresswell.com">privacy@parfittcresswell.com</a> 0207 381 8311

### Do you need extra help?

If you would like this policy in another format (for example audio, large print, braille) please contact **us** (see 'How to contact us' above).