

PRIVACY NOTICE: YOUR PERSONAL DATA

We need to tell you about the types of data we process about you, what we do with your data, and why we do it. The purpose of this Notice is to provide you (whether you are a client or other third party) with helpful information in this regard. If you have any questions, or if you want any further information, you can contact us using the details below.

WHAT TYPES OF DATA DO WE PROCESS?

We process personal data about lots of different categories of people, including our clients, people involved in matters we act on for our clients, and other third parties who interact with us (either directly or through our website).

Because of the nature of the services we provide, the types of data we process can be quite varied, but will usually include full names, contact details, and associated client information. Depending on the nature of our relationship with you, we may also process information about your business.

We may obtain such personal data from you directly, from our clients, from third parties involved in matters we act on for our clients, and from other third parties (including publicly available information).

WHAT DO WE DO WITH YOUR DATA?

We process personal data for the purpose of providing support services to our clients and also for our own general business purposes including (without limitation):

- advertising, marketing and public relations, including sending you direct marketing communications (insofar as we are permitted by law).

WHAT BASIS DO WE HAVE FOR PROCESSING YOUR DATA?

We will only process your personal data where we have a lawful basis for doing so. In general, our lawful basis will be one of more of the following:

- that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering a contract;
- that the processing is necessary for compliance with our legal obligations;
- that the processing is necessary for the purposes of pursuing our legitimate interests (this includes carrying out the business of providing services and pursuing our general business interests); and
- that the processing is necessary for the establishment, exercise or defence of legal claims.

Please note that you have the right to withdraw any such consent, which you can do by getting in touch with us using the contact details below.

WHO DO WE SHARE YOUR DATA WITH?

We will use your Personal Data to deliver services to you and/or to work or act for you. We may also use your Personal Data to inform you about us and our services.

Please note that we may use or disclose Personal Data if we are required by law to do so or if we reasonably believe that use or disclosure is necessary to protect our rights and/or to comply with judicial or regulatory proceedings, a court order or other legal process.

HOW LONG DO WE KEEP YOUR DATA?

We will only retain your personal data for as long as necessary to fulfil the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting or reporting requirements. If you have any questions in this regard, or any concerns about how long we keep your information for, please contact us using the details below.

YOUR USE OF OUR WEBSITE: COOKIES

There are a few specific details we want to provide you with when you use our website, particularly in relation to Cookies.

A Cookie is a small file downloaded on to your computer or device when you access certain websites. Generally Cookies identify you through your IP address and do not collect information about your identity.

Cookies allow us to distinguish you from other users of our website and help us to provide you with a good experience when you browse our website and also allow us to improve our website.

We use Cookies for the purposes of:

- understanding what brought you to our website and what pages you visited; and
- remembering you when you return to our website.

You can manage Cookies by changing your browser settings to block or delete cookies.

DIRECT MARKETING

We may use your contact details to send you marketing materials, provided we are permitted to do so by law. You always have the right to unsubscribe from any marketing.

WHO ARE WE?

Pure FS Support Limited is a consultancy business which supports firms with regulatory compliance matters in the financial services sector.

WHAT ARE YOUR RIGHTS?

You have the right to lodge a complaint with the Information Commissioner in respect of our processing of your personal data. Information can be found at www.ICO.org.uk.

You have rights under data protection laws to request from us access to, rectification of, or erasure of your personal data. You also have the right to request the restriction of any processing or to object to our processing of your personal data. Finally, you have the right to data portability. Please use the contact details below to exercise your rights. You can find more information about your rights at www.ICO.org.uk.

HOW CAN YOU CONTACT US?

If you have any queries, questions, concerns or require any further information in relation to the Privacy Notice or you wish to exercise any of your rights, please do not hesitate to contact us:

katherine@purefssupport.co.uk

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