



## **GDPR Data Privacy Notice**

How we collect, use, share and protect your personal information.

### **1. Who We Are**

This notice relates to the Firm, acting as the data controller responsible for the personal data you provide or that we collect during your interactions with us.

### **2. Data We Collect**

We may collect the following categories of personal data: identity data, contact data, usage data including website interactions, and aggregated analytical data.

### **3. How Data Is Collected**

Data is collected directly from users, such as through enquiries or forms, and indirectly through interactions with our website and online services.

### **4. How Data Is Used**

Personal data is processed to perform contractual obligations, pursue legitimate business interests, and comply with legal or regulatory obligations.

### **5. Sharing Your Data**

Personal data may be shared with internal staff, authorised personnel, service providers acting on our behalf, and regulators or legal authorities where required.

### **6. International Data Transfers**

Where personal data is transferred outside the UK or EEA, appropriate safeguards are implemented to ensure GDPR compliance.

### **7. Data Security**

We apply appropriate technical and organisational measures to protect personal data from misuse, loss, or unauthorised access.

### **8. Data Retention**

Personal data is retained only as long as necessary. In most cases, data is retained for up to six years to meet legal or regulatory requirements.

## **9. Your Rights**

Individuals have rights including access, rectification, erasure, objection, and data portability.

## **10. Changes to This Notice**

This notice may be updated periodically to reflect legal or operational changes.