

## Website and Third Parties Privacy Notice

### 1. INTRODUCTION

This privacy notice aims to give you information about how we collect and process your personal data through your use of this website, including any data you may provide through this website when, for example, you sign up to receive our newsletters or other published information, request further information from us. It also applies to data that you may provide when you contact us by phone, email or other means to request further information or liaise with us in circumstances where you are not a client of the Firm ('Third Party'). If you are a client of the Firm you should refer to the Client Privacy Notice issued to you.

This website is not intended for children and we do not knowingly collect data relating to children from our website. If the services we supply to you require us to collect data relating to children relevant information will be provided to you in an appropriate privacy notice.

It is important that you read this privacy notice together with any other privacy notice that we may provide on specific occasions when we are collecting or processing your personal data. This privacy notice supplements the other notices and is not intended to override them.

#### Data Controller

The Magrath Sheldrick Group is made up of different legal entities, details of which can be found on our website. This privacy notice is issued on behalf of the Magrath Sheldrick Group, so when we mention "Firm", "we", "us" or "our" in this privacy notice, we are referring to the relevant company in the Magrath Sheldrick Group responsible for processing your data. If you become a client of the Firm we will let you know which entity will be the controller for your data when you purchase service from us. Magrath Sheldrick LLP is the controller responsible for this website.

We have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights relating to your personal data, please contact the DPO using the details set out below.

Firm: Magrath Sheldrick LLP

DPO: Adele Martins

Email address: [dataprotection@magrath.co.uk](mailto:dataprotection@magrath.co.uk)

Postal address: 22 Chancery Lane, London WC2A 1LS

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. We would, however, appreciate the chance to deal with your Website and Third Parties Privacy Notice Confidential

concerns before you approach the ICO so please contact us in the first instance.

## Changes to the Privacy Notice and / or Your Data

This version of our Website and Third Parties Privacy Notice was on 25 May 2018. Historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

## Third Party Links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 2. YOUR PERSONAL DATA

Personal data is any information about an individual, from which that person can be identified. It does not therefore include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** that you provide and which therefore may include first name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** that you provide and which therefore may include email address and telephone numbers.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not normally collect any **Sensitive Personal Data**, also known as Special Categories of Personal Data, about you from our website or from Third Parties generally. Sensitive Personal Data includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. Nor do we collect any information about criminal convictions and offences. If you are a client please refer to your Client Privacy Notice for information on the collection and processing of Sensitive Personal Data.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our services).

### 3. HOW DO WE COLLECT YOUR PERSONAL DATA?

We use different methods to collect data from and about you including via:

- **Direct interactions.** You may give us your identity and contact data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - correspond with us as a Third Party about a matter;
  - subscribe to our service or publications;
  - request marketing to be sent to you;
  - request information from us; or
  - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:

Technical Data from:

- (a) analytics providers such as Google based outside the EU; and
- (b) search information providers such as Google based inside or outside the EU.

Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

### 4. HOW WE USE YOUR PERSONAL DATA

We will only use or process your personal data when the law allows us to and in accordance with our Data Protection Policy. Most commonly, we will use your personal data in the following ways in the following circumstances:

- Where we need to contact you for the purposes of providing further information.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

We set out below, in a table format, a description of the ways in which we may use your personal data and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table

below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new client	(a) Identity (b) Contact	Performance of a contract with you
To administer and protect our business and this website	(a) Identity (b) Contact (c) Technical	Necessary for our legitimate interests Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests
To use data analytics to improve our website, services, marketing, client relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests
To make suggestions and recommendations to you about services that may be of interest	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

If you engage with us as a client for the provision of services we will provide you with a Client Privacy Notice applicable to the services we are providing.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **5.     MARKETING**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising:

**Information and Promotional Offers** - We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. You will receive marketing communications from us if you have requested information from us or purchased services from us.

**Third Party Marketing** - We will get your express opt-in consent before we share your personal data with any company outside the Magrath Sheldrick Group of companies for marketing purposes.

**Opting Out** - You can ask us to stop sending you marketing messages at any time by contacting us. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of services already provided to you.

## **Cookies**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please refer to our cookie policy.

## **5. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with the parties set out below for the purposes set out in the table in above.

- Internal Parties (see Glossary).
- External Parties (see Glossary).
- Parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all parties with whom we share data to respect the security of your personal data and to treat it in accordance with the law. We do not allow our service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## **6. INTERNATIONAL TRANSFERS**

We do not transfer data collected from our website outside the European Economic Area (EEA).

## **7. DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

## **8. DATA RETENTION**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request by contacting us. Please note that we are required to retain some information for 7 years in order to comply with legal and regulatory requirements.

In some circumstances you can ask us to delete your data and in others we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 9. YOUR LEGAL RIGHTS

You have rights under data protection laws in relation to your personal data, including to:

- **Request access to your personal data** (known as a subject access request or SAR) – this enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction of your personal data** - This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request that we erase your personal data** - This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing of your personal data** - of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request that we restrict the processing your personal data** - This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer of your personal data.** We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- **Withdraw your consent to us processing your personal data** - where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact our Data Protection Officer.

Please note that whilst you will not normally have to pay a fee to access your personal data (or to exercise any of the other rights), we may charge a reasonable fee if your request is unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

In order to confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights) we may need to request specific information from you. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## 10. GLOSSARY

This section explains the terminology used above. If you have further questions please contact [dataprotection@magrath.co.uk](mailto:dataprotection@magrath.co.uk).

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

**Internal Parties** means other companies in the Magrath Sheldrick Group.

**External Parties** means

- Service providers acting as processors based who provide IT and system administration services.

## 11. Revision History

Version 1.0, 11/05/2018