PRIVACY POLICY

We take data privacy seriously. Please read this privacy policy carefully to understand what will happen to any personal data that you provide to us as a result of using our website. This information is written for the benefit of general visitors to the website. If you are a client of our firm (or become one), we process a wider range of personal data and deal with a broader range of privacy-related issues. Clients are provided detailed information about this during the engagement process.

Personal data you provide

By providing personal information such as your name and e-mail address via the forms on our website, you agree to us contacting you regarding the information provided.

[Our website also includes a check box asking you for permission to add you to our mailing list. This is an opt-in mailing list and your personal information will be used solely by us (and all such emails include a link for opt-out).]

How the personal data you provide is used

We use the personal data you provide via our website to:

- **communicate with you**, for example: we use contact details such as email address or phone number when responding to enquiries made via online forms
- **monitor website trends**, for example: we use Google Analytics to help us aggregate traffic so we can monitor how our website is being used
- **operate our business more effectively**, for example: we seek feedback and use this to help improve our service

On what basis can we process your personal data?

The "General Data Protection Regulation" (GDPR) is the primary piece of legislation defining your rights over our processing of your personal information. The GDPR requires us to declare which of six lawful reasons we are relying on when we are processing your personal data: [*we operate on the basis of consent when sending newsletters (you won't get sent a newsletter unless you have explicitly opted in to receive one).... and*] we operate on the basis of legitimate interest when communicating with you when responding to your enquiry.

Personal data collected from you about other people

You may be providing other third party data to us, for example details about your family members or associates. You must have the authority to disclose personal data if it relates to someone else and all data disclosed should be complete, accurate and up to date.

How long we keep personal data

Your personal data may be stored by our website for a period of up to 90 days after which time it is automatically erased.

Transfer of personal data

From time to time we may pass personal data such as your name and email address to other services that we use to send out newsletters and other communications (both electronic and print). Your personal data will never be sold. We will never transfer your personal data to an organisation outside the UK or the European Economic Area ("EEA").

Security of your personal data

Your personal data will be held on secure servers within the European Economic Area ("EEA") with all reasonable technological and operation measures put in place to safeguard it from unauthorised access. Where possible any identifiable information will be encrypted or minimised.

Questions or complaints

In the first instance we hope you will contact us directly with any questions or complaints (contact details are displayed prominently on this website). However, legal rights regarding privacy are the remit of the Information Commissioners Office (ICO) and you will find more information about how to complain here: https://ico.org.uk/concerns/

Google Analytics

We use Google Analytics to monitor how our website is being used so we can make improvements. Our use of Google Analytics requires us to pass to Google your IP address (but no other information) - Google uses this information to prepare site usage reports for us, but Google may also share this information with other Google services. In particular, Google may use the data collected to contextualize and personalize the ads of its own advertising network. Related information:

- Google's privacy policy
- How Google uses this information