

Fordy Marshall Privacy Statement

This Privacy Statement was first published 1st May 2018, and last updated 28th October 2021.

Fordy Marshall (“We”) is committed to protect and respect your privacy in compliance with EU-General Data Protection (GDPR) Regulation (EU) 2016/679 and the Data Protection Act 2018.

This privacy statement explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure. We are the data controller and our Data Protection Officer can be contacted via the email christopherfordy@fordymarshall.com.

When do we collect personal data about you?

We may collect personal data if it is considered to be of legitimate interest, and if this interest is not overridden by your privacy interests. Before data is collected we make sure an assessment is made, ensuring that there is an established mutual interest.

We may collect information from you when you:

- When you interact with us in person, through any form of correspondence, by telephone, by social media, or through our websites.
- When you request marketing information be sent to you.
- When you interact with our website, which may auto collect some technical data.
- When we/you fill in a form, either face to face when you meet a representative, or over the telephone.
- When you fill in a form on a third party’s website (for example a property portal such as Rightmove or Zoopla).

Why do we collect and use personal data?

We collect and use personal data mainly to perform direct sales, direct marketing and customer service. We may use your information for the following purposes:

- Send you marketing communications which you have requested.
- Send you information about services.
- Perform direct sales activities in cases where legitimate and mutual interest is established.
- Reply to a web form you have completed on our website fordymarshall.com.
- Follow up on incoming requests.
- Perform contractual obligations such as order confirmation, invoice, reminders, and similar. The contract may be with Fordy Marshall Ltd directly or with a partner.
- Notify you about any disruptions to our services (system messages).

Our legal basis for collecting personal data

We may use personal data if it is considered to be of legitimate interest, and if the privacy interests of the data subjects do not override this interest. Normally, to establish the legal basis for data collection, an assessment has been made during which a mutual interest between Fordy Marshall Ltd and the individual person has been identified. This legal basis is primarily related to our sales and marketing purposes.

What type of personal data is collected?

We collect your name, addresses, telephone numbers, and email addresses, in addition to your contact information. Information required to enable compliance with Anti Money Laundering Regulations is only collected when necessary. We do not collect or process any special categories of personal data, such as public unique identifiers or sensitive personal data.

How long do we keep your personal data?

We store personal data, in the UK, and for as long as we find it necessary to fulfill the purpose for which the personal data was collected, while also considering our need to answer your queries or resolve possible problems, to comply with legal requirements under applicable laws, to attend to any legal claims/complaints, and for safeguarding purposes.

This means that we may retain your personal data for a reasonable period of time after your last interaction with us. When the personal data that we have collected is no longer required, we will delete it in a secure manner. We may process data for statistical purposes.

Under GDPR Article 17(3)(b), however, legal requirements take precedence over the right to be forgotten. From an AML perspective, the EU's 4th Anti- Money Laundering Directive (4AMLD) introduced the requirement that both customer due diligence and transaction records be retained for 5 years after the end of the customer relationship. In this context, the right to be forgotten would only be enforceable after this period had ended. We comply with this requirement.

Your rights to your personal data

You have the following rights with respect to your personal data:

- The right to request a copy of your personal data that we hold about you.
- The right to request that we correct your personal data if inaccurate or out of date.
- The right to request that your personal data is deleted when it is no longer necessary to retain such data (in accordance with regulatory requirements).
- The right to withdraw any consent to personal data processing at any time. For example, your consent to receive e-marketing communications:

Any query about Privacy Rights should be sent to: christopherfordy@fordymarshall.com

The use of cookies and beacons

We use cookies and web beacons to collect information as you navigate the company's websites. This includes standard information from your web browser, such as browser type and browser language; your Internet Protocol ("IP") address; and the actions you take on the company's websites, such as the web pages viewed, and the links clicked.

This information is used to make websites work more efficiently, as well as to provide business and marketing information to the owners of the site, and to gather such personal data as browser type and operating system, referring page, path through site, domain of ISP, etc. for the purposes of understanding how visitors use a website. Cookies and similar technologies help us tailor our website to your personal needs, as well as to detect and prevent security threats and abuse. If used alone, cookies and web beacons do not personally identify you.

Do we share your data with anyone?

We do not share, sell, rent, or trade your information with any third parties, except from what is described below:

- We may pass your information to other associated organisations such as suppliers and sub-contractors with the purpose of them providing services to you on our behalf.
- Analytics and search engine providers that assist us in the improvement and optimisation of our website.
- Credit reference agencies, subject to your prior approval.
- We will disclose your personal information if required by law or if we, as a company, reasonably believe that disclosure is necessary to protect our company's rights and/or to comply with a judicial proceeding, court order or legal process. However, we will do what we can to ensure that your privacy rights continue to be protected.

Changes to this Privacy Statement

We reserve the right to amend this Privacy Statement at any time. The applicable version will always be found on our websites. We encourage you to check this Privacy Statement occasionally to ensure that you are happy with any changes.

If we make changes that significantly alter our privacy practices, we will post a notice on our website prior to the change taking effect.