



PROTECTING YOUR PERSONAL INFORMATION - PRIVACY NOTICE

This privacy notice explains how we use any personal information we collect about you.

WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We collect information about you when you engage with us for the services provided by our firm. This information will relate to your personal, business, and financial circumstances. Where it is necessary for the provision of our services, this may also include special categories of personal data such as data about your health.

If you provide data for us on behalf of another party, please ensure you have their permission before disclosing their data to us.

We may also collect information when you voluntarily complete client surveys or provide feedback to us. Information relating to usage of our website is collected using cookies, these are text files placed on your computer to collect standard internet log information and visitor behaviour information. We will use your information collected from the website to personalise your repeat visits to the site. If you wish you can set your browser not to accept cookies from us. Our website contains links to other websites, however this privacy policy only applies to our website so when you link to other websites you should read their own privacy policies.

WHY DO WE NEED TO COLLECT AND USE YOUR PERSONAL DATA?

The primary legal basis that we intend to use for the processing of your data is the performance of our contract with you. The information that we collect about you is essential for us to be able to carry out the services that you require from us effectively. Without collecting your personal data, we would also be unable to fulfil our legal and regulatory obligations.

Special categories of personal data: there are certain categories of personal data that are sensitive by nature. The categories include data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership and data concerning health. Depending on the nature of the products and services that you engage us for, we may need to obtain your sensitive personal data, particularly in relation to health. Our policy is that should we require any special category of personal data we will only gather this with your explicit consent.

HOW WILL WE USE THE INFORMATION ABOUT YOU?

We collect information about you to provide you with the services for which you engage us.

WHO MIGHT WE SHARE YOUR INFORMATION WITH?

To deliver our services to you effectively, we may send your details to third parties such as those that we engage for professional compliance, accountancy or legal services as well as product and platform providers that we use to arrange financial products for you.

Where third parties are involved in processing your data, we will have a contract in place with them to ensure that the nature and purpose of the processing is clear, that they are subject to a duty of confidence in processing your data and that they will only act in accordance with our written instructions. Where it is necessary for your personal data to be forwarded to a third party we will use appropriate security measures to protect your personal data in transit, for example password protection and encryption.

To fulfil our obligations in respect of prevention of money-laundering and other financial crime we may run a soft search using your personal details on our third-party identity verification portal. This does not affect your credit score. If you would like more information on this, please contact the firm or your individual adviser. We will not share your information with any third party for their marketing purposes.

HOW IS YOUR DATA COLLECTED

We may process different types of information about you and collect this in a variety of ways – the exact nature of the data collected may vary based on which areas of business you are being advised on. We process this data when necessary to provide the services you have engaged us for.

We store records of emails and letters sent to us, and copies of any forms provided to 3rd parties. Phone calls and meetings, including remote meetings such as those via Microsoft Teams, may be recorded.

Generative AI may be used to assist in recording and summarising any calls and meetings. These tools help generate meeting transcripts, enhance productivity, and ensure accurate documentation. This content will be subject to the same level of confidentiality as all our other meeting records and will be processed in line with UK GDPR. If you do not wish for a meeting to be recorded in this way, please confirm this when arranging a meeting with us, or at the start of any meeting. This will not impact the services you are provided or have access to.

HOW LONG DO WE KEEP HOLD OF YOUR INFORMATION?

In principle, your personal data should not be held for longer than is required under the terms of our contract for services with you. However, we are subject to regulatory requirements to retain data for specified minimum periods. We also reserve the right to retain data for longer than this due to the possibility that it may be required to defend a future claim against us.

You have the right to request deletion of your personal data. We will comply with this request, subject to the restrictions of our regulatory obligations and legitimate interests as noted above.

HOW CAN I ACCESS THE INFORMATION YOU HOLD ABOUT ME?

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information please contact us using the contact details noted on the next page. When your personal data is processed by automated means you have the right to ask us to move your personal data to another organisation for their use. We have an obligation to ensure that your personal information is accurate and up to date. Please ask us to correct or remove any information that you think is incorrect.

SIGNING ON SOMEONE ELSE'S BEHALF

Where you have signed on behalf of someone else, such as if you acting as a power of attorney, we may be required to process your personal data in addition to the data of the person you act on behalf of. This will be used to meet regulatory requirements (such as identity and financial sanctions checks) and to ensure we can deliver the service to yourself and the third party you represent.

Where you are signing on behalf of a trust, we may be required to process the data of other connected parties to the trust, such as trustees or beneficiaries. Please ensure you have their permission before providing us with their data.

MARKETING

We would like to send you information about our products and services which may be of interest to you. If you have agreed to receive marketing information, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please contact us by email or post.

WHAT CAN YOU DO IF YOU ARE UNHAPPY WITH HOW YOUR PERSONAL DATA IS PROCESSED?

You can get in touch with us at the contact information below. You also have a right to lodge a complaint with the supervisory authority for data protection. In the UK this is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. 0303 123 1113

CHANGES TO OUR PRIVACY POLICY

We keep our privacy policy under regular review. The latest version of our privacy policy is available on our website at <https://woodwardmarkwell.co.uk/privacy-policy/> and is available via print or email on request.

HOW TO CONTACT US

Please contact us at the above address if you have any questions about our privacy policy or any information we hold about you.

By post:

Woodward Markwell Financial Advisers Ltd
2 Friars House
Falcon Street
Ipswich
IP1 1SL

By phone: 01473 408422

By email: ifa@wmfal.co.uk