

PRIVACY NOTICE

1. Privacy Notice

hdp Associates Limited (“we”, “us” etc) is committed to ensuring that your privacy is protected in line with our obligations under data protection laws

2. Who This Notice Applies to

This notice applies to personal data about individuals (you) such as:

- Clients or prospective clients or their representatives
- Suppliers or prospective suppliers or their representatives
- Attendees of events hosted or co-hosted by us
- Visitors to our offices

3. The Information We Collect

The personal information or documents containing them that we typically collect includes:

- Contact details
- Job titles and roles
- Identity documentation and supporting records
- Documentation relating to land and rights over them
- Financial documents, including invoices and supporting records
- Client feedback and surveys

We shall collect information relevant to the services we provide and which are being sought from:

- Yourself or your colleagues
- Our client
- Other third parties such as professional advisors

4. Purpose of Collection

We will collect, use and hold your information for the purposes of:

- Conducting business with clients and potential clients, and developing business relationships
- Processing payments to suppliers
- Communicating with you in relation to our services
- Administering business directories, including business contact information
- Complying with industry standards and hdp Associates policies
- Marketing our services to you by post or by email (where you have given your consent or, as a client or prospective client, where you have not opted-out)
- Evaluating the quality of our services and service improvement
- Undertaking any financial or other checks
- Billing you and administering payments
- Promoting our services to prospective clients in our online and offline marketing materials
- Event management

Unless you agree otherwise, we shall only send marketing information by email to individual subscribers about our own products, services and events where, if consent is required, you have consented to receiving those emails, or where there is another lawful basis for doing so, and you have not opted-out at any.

We may, from time to time, contact you by post, and e-mail, or telephone to ask you for your feedback and comments on our services. If you would prefer not to receive communications such as these, please let us know via e-mail on enquiries@hdpassociates.com and we will record your preferences on our systems.

5. How We Protect Your Information

We take the security and privacy of your personal information extremely seriously and we have internal procedures which cover the storage, access and disclosure of your information.

All information you provide to us is stored securely.

6. You and Your Information

In certain circumstances, you have the right to access to, rectification or erasure of, restriction of processing concerning you, a right to object to processing and, where applicable, the right to data portability. You can exercise any of these rights by contacting us via enquiries@hdpassociates.com.

7. What's our legal basis for collecting the information?

The bases we use for processing personal data will include, the pursuit of what is known as our legitimate interests, performing any contract or potential contract with you, and, where relevant, complying with legal obligations (which normally means disclosing data where we have to do so by law). We do not normally rely on consent, but we may do so, such as for special categories of data, and some marketing.

Our legitimate interests will include conducting and managing our business, including marketing and direct marketing to our customers (subject to any right to unsubscribe where applicable), to enable us to supply you with services. We consider and balance any potential impact on you and your rights before we process your personal data for our legitimate interests. You can obtain further information by contacting us.

8. What about cookies?

A cookie is an identifier (a small file of letters and numbers) that is sent to your computer. Our website's functionality will be limited if you configure your browser to reject cookies.

Cookies are widely used to make websites work, or work more efficiently, as well as to provide information to the website owner or others. Session cookies are temporary cookies that remain in the cookie file of your browser only until your browser is closed. They allow websites to link your actions during a browser session. Persistent cookies stay in the cookie file of your browser for longer (how long will depend on the lifetime of the specific cookie).

The following kinds of cookies may be used on our website:

- **Session cookies:** These enable us to keep track of your movement from page to page and store your selections so you do not get asked repeatedly for the same

information. They allow you to proceed through many pages of the site quickly and easily without having to authenticate or reprocess each new area you visit. For example, a session cookie remembers your selections when you request services so that your service request can be recorded and processed correctly.

- Log-in (“remember me”) cookies: Persistent cookies (up to 12 months) remember your details and speed up your sign in when you return to our website.
- Cookie-notice cookie: This cookie takes note of whether you have viewed our cookie notice informing you that our website uses cookies. This persistent cookie will remember that you have seen the cookie notice, so that you don't have to see the notice each time you visit our website, for up to 12 months.

By continuing to use our website, having seen our cookie notice, we assume that you consent to use of the cookies outlined above.

9. **How long do we retain your personal data for?**

We shall retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period if there is a complaint or dispute.

To decide how long to keep things, we consider the amount, nature and sensitivity of the data, the risk of harm from unauthorised use or disclosure of them, the purposes we use it for, the alternatives, and any legal, regulatory, tax, accounting or other considerations which apply.

10. **How to Contact Us / Make A Complaint**

You may contact us as follows:

e-mail : enquiries@hdpassociates.com
Postal : hdp Associates Limited
10 Saville Place, Clifton, Bristol, BS8 4EJ

If you have a complaint about how we are dealing with your personal information, please contact us via the email address above. You may also complain to the Information Commissioner's Office (ICO) - see www.ico.org.uk

10. **Updating this Notice**

Our Privacy Notice will be reviewed annually to ensure it is current and meets the required legislation.

May 2018