

Welcome to the Michael Rose & Baylis Limited's privacy policy.

Michael Rose & Baylis Limited respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

PURPOSE OF THIS PRIVACY POLICY

This privacy policy aims to give you information on how Michael Rose & Baylis Limited collects and processes your personal data through your use of this website, including any data you may provide through this website when you request information of our services.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

CONTROLLER

Michael Rose & Baylis Limited is the controller and responsible for your personal data (collectively referred to as Michael Rose & Baylis Limited "we", "us" or "our" in this privacy policy).

CONTACT DETAILS

If you have any questions about this privacy policy or our privacy practices, please contact our Compliance Officer for Legal Practice in the following ways:

Full name of legal entity: Michael Rose & Baylis Limited

Email address: a.michael@michaelrosebaylis.co.uk

Postal address: The Royal Liver Building, Pier Head, Liverpool, L3 1HU

Telephone number: 0151 958 0808

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 (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES

We keep our privacy policy under regular review. This version was last updated on 12th July 2018

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

This 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 policy of every website you visit.

THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not 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 as follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **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 this website.
- **Profile Data** includes your username and password, your interests, preferences, feedback and survey responses.
- **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 could be derived from your personal data but is not considered personal data in law as this data will **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 policy.

We do not collect any **Special Categories of Personal Data** about you (this 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 FAIL TO PROVIDE 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 goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

HOW IS YOUR PERSONAL DATA COLLECTED?

We collect, retain and process personal information to enable us to give legal advice, provide legal and business-related services and conduct legal proceedings on behalf of our clients.

We use different methods to collect data including:

- Online via our site or social media accounts such as Twitter, LinkedIn and Instagram
- In hard copy by fax or post, in person, or over the telephone
- Via phone recording in connection with our debt recovery services
- Through provision of legal or training services to you
- During the course of our dealings with you for or on behalf of a client
- When you contact us via this site by filling in a form to register for newsletters, email updates, competitions, seminars, events sponsored by us, or other services
- When you contact us with queries, we may keep a record of that correspondence
- When you complete surveys for research or quality purposes, although you do not have to respond to them
- When you attend in person at one of our offices, including location data
- When we collect your personal data from other third parties, for example from our insurer clients, other clients or their representatives or other law firms
- When we collect publicly available information about you or your business, including through electronic data sources, for example in connecting with anti money laundering and credit risk reduction
- For placement, recruitment and selection purposes.

HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- 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 obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

- Ensure content from our site is presented in the most effective manner
- Contact you by email, fax, post or phone where you have provided contact details. We may also keep a record of that correspondence
- Notify you about changes to our service
- Improve our products and services
- Maintain internal records, including about cancelled accounts
- Ensure good governance, accounting, management and auditing
- Carry out our obligations arising from any contracts entered into between us
- Provide you with information, products or services which you request from us
- Pass your details to experts, including counsel and other professionals for the purposes of obtaining professional advice and complying with our contractual obligations
- To contact you in the course of providing services to our clients
- Assist with recruitment and selection process
- Convert into anonymised, statistical or aggregated data which can't be used to identify you but may be used for the purposes of statistics, research reporting and future planning for our business
- Where we have other legitimate reasons, such as to enforce our terms of use, or take other action required or permitted by law or for other safety and security reasons
- To respond to complaints against us.

CHANGE OF PURPOSE

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.

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.

COOKIES AND IP ADDRESS

Some information about website users is collected automatically and may be used by us to review and analyse how our site is used.

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

We may also use information obtained by using a cookie file stored on the hard drive of your computer.

Cookies contain information that is transferred to your computer's hard drive. They are widely used to make sites work efficiently. They help us improve our site and deliver a better and more personalised service.

They enable us to:

- Estimate our audience size and use patterns
- Store information about your preferences and so allow us to customise our site to your individual interests
- Speed up searches
- Recognise you when you return.

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.

MARKETING

We may provide you with information which we think you may find interesting via our social media updates, competitions and other events. You can choose to restrict the collection or use of your personal information for this purpose. You can ask us to change your preference for receiving such communications, including legal updates and newsletters at any time.

Whenever you receive marketing communications from us, you will be able to indicate whether you wish to update your details or preferences.

You have the right to ask us not to process your personal information for marketing purposes.

When we collect contact information (for example when you pass us your business card at one of our events or meetings) we may add your details to our marketing database and mailing list. In all other cases if we intend to process your information for marketing we will inform you before collecting your information.

DATA SECURITY

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.

HOW LONG WILL YOU RETAIN MY PERSONAL DATA?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for. This could include compliance with legal obligations (by way of example, in relation to anti money laundering regulations where we are required to keep information for minimum periods). We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). 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 the personal data that we hold about you. 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 erasure of 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). 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. If you raise such objection we must stop unless we can establish an overriding legitimate business interest or that such processing is necessary in relation to legal proceedings.

Request the transfer of your personal data to you or to a third party. 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 consent at any time 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.

ACCESS TO YOUR INFORMATION

You have the right to request details of personal information which we hold about you.

If you would like a copy of your personal information, please write to Adonis Michael, Michael Rose & Baylis,
The Royal Liver Building, Pier Head, Liverpool, L3 1HU

We will take reasonable steps to resolve or answer concerns as soon as possible and normally within 30 days.