

Privacy Policy

This privacy policy explains how your personal information is collected and used. For the purposes of this policy, the terms 'we', 'our' and 'us' refer to Deacon Street Partners Ltd whose registered office address is at Arcadia House Maritime Walk, Ocean Village, Southampton, SO14 3TL who is the data controller in relation to your data for the purposes of the Data Protection Act 2018 and the EU General Data Protection Regulation.

You can contact us using the details on our website, with any questions you may have about privacy or data protection.

Please note that links from our website may take you to external websites not covered by this policy. We recommend that you check their privacy policies yourself before submitting any personal information. We will not be responsible for the content, function or information collection policies of these external websites.

What information do we collect about you and how do we collect it?

You are not required (by law or by any contract with us) to provide personal information to us via this website. We will only require you to provide personal information to us where it is necessary for us to provide you with a service.

Information you provide to us

We may receive personal information about you whenever you contact us. For example, by doing the following:

- Completing our Contact Form
- Download materials or content from our website
- View a third party website link through our website
- Report a problem with our website
- Using and browsing our website
- Emailing us

This information may include the following:

- Normal identification information, such as your full name, date of birth, age, gender, marital status
- Contact information, such as your postal address, email address and telephone number
- Additional information relevant to your use of our website and services, such as your feedback

Information we collect about you on our website

We collect information using cookies and other similar technologies to help distinguish you from other users of our website. These can streamline your online experience by saving you from re-inputting some information and also allow us to make improvements to our website.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Our website uses strictly necessary cookies (required for the operation of our website), analytical/performance cookies (which allow us to collect data as to the number of visitors to our website and how/when our website is used), functionality cookies (which allow us to recognise when a user returns to our website), and targeting cookies (which records your visit to our website, pages visited and the links you have followed).

Please note that we have no control over cookies used by third party websites which are accessed through our website.

You are able to block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies.

In addition, when you visit our website, we may collect the following information:

- Which pages you view and which links you follow
- Your IP address and general location
- Details of the hardware and software that you are using to access our website

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

Information we collect about you from other sources

We may collect information about you from other sources. This may include for example information you have shared publicly, including on social media.

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this policy.

Information we receive about you from other sources

How do we use your personal information?

We take data protection law seriously, so below we have set out exactly how and why we use your information, and what our legal basis is to be able to use your information in each way.

We need all the categories of information listed above to allow us to enter into and perform our contract with you*, to enable us to comply with legal obligations**, and in order to pursue legitimate interests of our own or those of third parties*** (provided your interests and fundamental rights do not override those interests). The situations in which we will process your personal data are listed below. We have

indicated by asterisks the purpose or purposes for which we are processing or will process your personal information.

- Verifying your identity (*, **, ***)
- Administering the contract we have entered into with you. (*)
- To contact you about anything you have expressed an interest in (***)
- To contact you in the event of an issue with your use of our website (*, ***)
- Dealing with any complaints you may have (*, ***)
- Complying with health and safety obligations. (**, ***)
- To detect and prevent fraud and other crimes. (**)
- To monitor your use of our systems to ensure compliance with our IT policies. (***)
- To ensure network and information security, including preventing unauthorised access to our computer and electronic communications systems and preventing malicious software distribution. (***)
- To conduct data analytics studies to review and better understand users use of our website. (***)
- To review and improve the performance of our website, systems and processes. (***)
- To interact and respond to any communications you send us, including social media posts that you tag us in. (***)
- To let you know about any important changes to our policies. (***)
- To protect your interests, or the interests of others (such as in the event of criminality such as identity theft, piracy or fraud). (**, ***)

Providing our services

It is necessary for us to use personal information about you to enter into and perform the contracts that we make with you. Using your information in this context is necessary so that we can:

- Verify your identity
- Deal with any complaints you may have
- Contact you about any changes that we make to our services
- Administer our website, including troubleshooting problems, analysing statistics and keeping our website secure

Where you obtain from us any service that we offer free of charge, it is necessary for us to use your personal information and we have a legitimate interest in providing these services to you. Using your information is necessary so that we can:

- Provide you with information about our services
- Provide you with other news and information

Telling you about other services that we think may be of interest to you

We may use your information to tell you about services that we think may be of interest to you. We will only do this where you have informed us that you would like to receive these communications.

You can unsubscribe from our communications at any time by using the links in any of our emails to you, or by getting in touch with us.

Making our business better

We always want to offer the best service and experience that we can. Sometimes, this means we may use your information to find ways that we can improve what we do, or how we do it.

In this context, we will only use your information where it is necessary so that we can:

- Review and improve our existing services and develop new ones
- Review and improve the performance of our systems and processes
- Improve our website to ensure that content is presented in the most effective manner for you and for your computer

Contacting you

We want to stay in touch with you. Sometimes, we may need to use the information that we have about you in order to respond to your questions or let you know about important changes.

We will only use your information in this respect where it is necessary so that we can:

- Interact and respond to any communications you send us, including where you use our Contact Form, and any social media posts that you tag us in
- Let you know about any important changes to our service or policies

Verifying your identity

We may use your information where it is necessary for us to do so in order to meet our legal obligations or to detect and prevent fraud and other crimes.

Protecting you and others from harm

We may use your information where it is necessary to protect your interests, or the interests of others. This may include in the event of criminality such as identity theft, piracy or fraud.

Who do we share your personal information with?

We do not share the information that you provide to us and only use it so that we can provide our services to you.

Sharing your information with third parties

We will not generally share your personal information with any third parties.

There are certain exceptional circumstances in which we may disclose your information to third parties. This would be where we believe that the disclosure is:

- Required by the law, or in order to comply with judicial proceedings, court orders or legal or regulatory proceedings
- Necessary to protect the safety of our employees, our property or the public
- Necessary for the prevention or detection of crime, including exchanging information with other companies or organisations for the purposes of fraud protection.

How long do we keep your personal information?

We will only store your personal information for as long as we need it for the purposes for which it was collected. Where we provide you with any service we will retain information you provide to us at least for as long as we continue to provide that service to you or until such time as you unsubscribe from the service.

How do we protect your personal information?

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this policy.

We try to ensure that all information you provide to us is transferred securely via the website. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

All information you provide to us is stored on our/third party secure servers.

What rights do you have in respect of your personal information?

You have the right to be informed

We have a legal obligation to provide you with concise, transparent, intelligible and easily accessible information about your personal information and our use of it. We have written this policy to do just that, but if you have any questions or require more specific information, please get in touch with us.

You have the right to access your personal data

You have the right to ask us to confirm whether or not we hold any of your personal information. If we do, you have the right to have a copy of your information and to be informed of the following:

- Why we have been using your information
- What categories of information we were using
- Who we have shared the information with
- How long we envisage holding your information

In order to maintain the security of your information, we will have to verify your identity before we provide you with a copy of the information we hold.

The first copy of your information that you request from us will be provided free of charge, if you require further copies we may charge an administrative fee to cover our costs.

You have the right to correct any inaccurate or incomplete personal data

Where you have requested a copy of the information we hold about you, you may notice that there are inaccuracies in the records, or that certain parts are incomplete. If this is the case, you can contact us so that we can correct our records.

You have the right to be forgotten

There may be times where it is no longer necessary for us to hold personal information about you. This could be if:

- The information is no longer needed for the original purpose that we collected it for
- You withdraw your consent for us to use the information (and we have no other legal reason to keep using it)
- You object to us using your information and we have no overriding reason to keep using it
- We have used your information unlawfully
- We are subject to a legal requirement to delete your information

In those situations, you have the right to have your personal data deleted. If you believe one of these situations applies to you, please get in touch with us.

You have the right to have a copy of your data transferred to you or a third party in a compatible format

Also known as data portability, you have the right to obtain a copy of your personal data for your own purposes. This right allows you to move, copy or transfer your personal data more easily from one IT system to another, in a safe and secure way.

This right shall only apply where:

- we are processing your information for the purposes of entering into or performing a contract; or
- you have provided consent for us to process your information.

If you would like us to transfer a copy of your data to you or another organisation in a structured, commonly use and machine-readable format, please contact us. There is no charge for you exercising this right.

You have the right to object to us using your information for our own legitimate interests

Sometimes, we use your personal information to achieve goals that will help us as well as you. This includes:

- When we use you information to help us make our website better
- When we contact you to interact, communicate or let you know about changes we are making

We aim to always ensure that your rights and information are properly protected. If you believe that the way we are using your data is not justified due to its impact on you or your rights, you have the right to object. Unless we have a compelling reason to continue, we must stop using your personal data for these purposes.

In order to exercise your right to object to our use of your data for the purposes above, please contact us.

You have the right to restrict how we use your personal data

You have the right to ask us to stop using your personal data in any way other than simply keeping a copy of it. This right is available where:

- You have informed us that the information we hold about you is inaccurate, and we have not yet been able to verify this
- You have objected to us using your information for our own legitimate interests and we are in the process of considering your objection
- We have used your information in an unlawful way, but you do not want us to delete your data
- We no longer need to use the information, but you need it for a legal claim

If you believe any of these situations apply, please contact us.

You have rights related to automated-decision making and profiling

We do not use automated decision-making or profiling. If you have any concerns or questions about this right, please contact us.

Changes to our Privacy Policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Complaints

If you wish to make a complaint about our collection or use of your personal data, please contact us in the first instance so that we may seek to resolve your complaint.

You have the right to lodge a complaint with the Information Commissioner's Office (ICO), the statutory body which oversees data protection law in the UK. Please visit the [ICO website](#) if you wish to lodge a complaint with the ICO.