

## **Armstrong Wealth Limited -Privacy Policy**

### **What information do we collect about you?**

We collect information about you when you engage us for professional services including, financial planning, protection, equity release and mortgage advice. This information will relate to your personal and financial circumstances. It may also include special categories of personal data such as data about your health, only where this is necessary for the provision of our services.

We may also collect information when you voluntarily complete client surveys or provide feedback to us.

In common with other websites, we collect information relating to usage using cookies. These are text files placed on your computer when you visit our website to collect standard internet log information and visitor behaviour information. We'll use your information collected from the website to personalise your repeat visits to the site.

### **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 for 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'd also be unable to fulfil our legal and regulatory obligations.

Where special category data is required, we'll obtain your explicit consent in order to collect and process this information.

### **How will we use the information about you?**

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

### **Who might we share your information with?**

If you agree, we may send you marketing information about other products or services that we think may be of interest to you.

If appropriate to you and with your agreement, we may pass on your personal information to our group of companies so that they may offer you their products and services. We will discuss this with you first.

We won't share your information for marketing purposes with companies outside our group.

In order 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, those who maintain our systems and data, 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'll 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'll only act in accordance with our written instructions.

Where it's necessary for your personal data to be forwarded to a third party we'll use appropriate security measures to protect your personal data in transit, including the use of password protection and/or encryption of data.

To fulfil our obligations in respect of prevention of money-laundering and other financial crime, we will send your details to third party agencies for identity verification purposes. More information is available on the checks required, so please contact us if you would like to know more. We may also be required to pass your details to appropriate regulatory bodies or law enforcement agencies.

## **How long do we keep hold of your information?**

In principle, your personal data shouldn't be held for longer than is required under the terms of our contract for services with you. However, we're 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. In any case, we'll not retain your personal data for longer than six years past the time of your death.

You have the right to request deletion of your personal data. We'll 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'd like a copy of some or all of your personal information, please email or write to us using the contact details noted below.

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.

## Marketing

We'd like to send you information about our products and services and those of other companies in our group which may be of interest to you. We will ask for your consent before we do so. If you've 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 or giving your information to other members of the group. If you no longer wish to be contacted for marketing purposes, please contact us by email or post.

As part of our service to clients, we will send you a newsletter periodically, which contains information of a general nature relating to tax, legal and financial matters. An example of this may be a budget report. Although this is not marketing information, you may still opt out of receiving it at any time by contacting us by email or post.

## Cookies

We use cookies to track visitor use of the website and to compile statistical reports on website activity. For further information visit <http://www.allaboutcookies.org/>

You can set your browser not to accept cookies and the above website tells you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

## Other websites

Our website may contain links to other websites. This privacy policy only applies to our Group's website so when you link to other websites you should read their own privacy policies.

## What can you do if you are unhappy with how your personal data is processed?

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 (local rate)

## Changes to our privacy policy

We keep our privacy policy under regular review and we'll place any updates on our website. This privacy policy was last updated on 14<sup>th</sup> March 2022.

## **How to contact us**

Please contact us if you have any questions about our privacy policy or the information we hold about you:

Salomons Estate, Broomhill Road, Tunbridge Wells, Kent, TN3 0TG

Or by email : [info@armstrongwealth.co.uk](mailto:info@armstrongwealth.co.uk)