

WHITE HART ASSOCIATES

PRIVACY NOTICE

Introduction

Welcome to White Hart Associates' privacy notice.

White Hart Associates respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) or when you otherwise provide personal data to us via other means (such as via e-mail, over the telephone etc.) and tell you about your privacy rights and how the law protects you.

This privacy notice is provided in a layered format so that you can easily click through to the specific areas set out below.

Please also use refer to the Glossary that we have set out at the end of the Policy, if there is any terminology used in this privacy notice that you are unfamiliar with or that you don't fully understand.

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1. Important information and who we are

Purpose of this privacy notice

This privacy notice aims to give you information on how White Hart Associates collects and processes your personal data, including any data you may provide through this website or via any other means (such as via e-mail, over the telephone etc.) when you engage us to provide you with professional services.

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

It is important that you read this privacy notice together with any other privacy notice or fair processing notice 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 notice supplements the other notices and is not intended to override them.

Controller

This privacy notice is issued on behalf of White Hart Associates (London) Limited and White Hart Associates LLP so when we mention "White Hart Associates", "we", "us" or "our" in this privacy notice, we are referring to the relevant company, i.e. White Hart Associates (London) Limited or White Hart Associates LLP that is responsible for processing your data. White Hart Associates (London) Limited and White Hart Associates LLP are joint-controllers and are responsible for this website.

Our full details are:

Full name of legal entities:	White Hart Associates (London) Limited White Hart Associates LLP
Name of DPO:	Luke Photi
Email address:	dataprotectionofficer@whitehartassociates.com
Postal address:	2nd Floor, Nucleus House, 2 Lower Mortlake Road, Richmond, Surrey, TW9 2JA
Telephone number:	+44 (0)20 8878 8383

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 (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 notice and your duty to inform us of changes

This version was last updated on 1 May 2018 and historic versions can be obtained by contacting us.

The data protection law in the UK will change on 25 May 2018. Although this privacy notice sets out most of your rights under the new laws, we may not yet be able to respond to some of your requests (for example, a request for the transfer of your personal data) until 25 May 2018 as we are still working towards getting our systems ready for some of these changes.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if any of the details you provide to us should change, during the course of 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 notice of every website you visit.

2. 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 follows:

(A) Identity Data

This includes data relating specifically to your identity, such as your first name, maiden name, last name, marital status, title, date of birth and gender.

(B) Contact Data

This includes data relating to how you may be contacted, such as your address, email address and telephone numbers.

(C) Payment Data

This includes data relating to your means and methods of payment, such as your bank account and payment card details.

(D) Financial Data

This includes data relating to audit, regulatory, statutory, accounting, tax, employment and related terms.

(E) Transactional Data

This includes data relating to the transactions you have carried out with us, such as details about payments to and from you and other details of professional services you have purchased from us.

(F) Technical Data

This includes more technical data that we may obtain when you make use of our website, such as your 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.

(G) Usage Data

This includes information about how you use our website, products and services.

(H) Marketing and Communications Data

This includes your preferences in relation to whether or not you want to receive marketing from us and our third parties and also your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **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 will treat the combined data as personal data which will be used in accordance with this privacy notice.

Special Categories of Personal Data.

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), unless we are obligated to do so by a regulatory authority; where we are required to collect special categories of personal data owing to the requirements of a regulatory body, we will inform you accordingly. 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.

In other words, where we require details from you in order to provide you with professional services that you have chosen to engage us to provide, if you do not provide us with the necessary details then we will not be able to provide the services in question.

3. How your personal data is collected?

We use different methods to collect data from and about you including through:

(A) Direct interactions

You may give us your Identity, Contact and Payment Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- Engage us to provide professional services;
- subscribe to our newsletter or other publications;
- request marketing to be sent to you; or

- provide us with feedback.

(B) Automated technologies or interactions

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns.

We collect this personal data by using cookies, server logs and other similar technologies. Please see our cookie policy <http://whitehartassociates.com/terms-and-conditions/> for further details.

(C) Third parties

We may receive personal data about you from various third parties as set out below:

- Technical Data from:
 - i. analytics providers such as Google based outside the EU;
- Contact, Payment and Transaction Data from providers of technical, payment and delivery services such as merchant facility providers based inside and outside the EU.
- Identity and Contact Data from data brokers or aggregators eg. Creditsafe based inside the EU;
- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

4. 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 or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending 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

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new client.	(a) Identity; (b) Contact.	Performance of a contract with you.
To process and deliver the professional services that you engage us to provide: (a) Manage payments, fees and charges; (b) Collect and recover money owed to us.	(a) Identity; (b) Contact; (c) Payment; (d) Transaction; (e) Marketing and Communications.	(a) Performance of a contract with you; (b) Necessary for our legitimate interests (e.g to recover debts due to us).
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy; (b) Asking you to provide us with feedback.	(a) Identity; (b) Contact; (c) Marketing and Communications.	(a) Performance of a contract with you; (b) Necessary to comply with a legal obligation; (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services).
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	(a) Identity; (b) Contact; (c) Technical. (d) Usage	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise); (b) Necessary to comply with a legal obligation.
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications (e) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about other services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage	Necessary for our legitimate interests (to develop our products/services and grow our business)
To manage and use financial and payroll information	(a) Identity (b) Contact (c) Payment (d) Financial (e) Transaction (f) Technical	(a) Performance of a contract with you; (b) Necessary for our legitimate interests in providing payroll services, including the processing of payroll information and payroll payment services on your behalf, in line with our engagement terms.
To provide necessary data to Governmental and other regulatory authorities.	(a) Identity (b) Contact (f) Technical (d) Payment (e) Financial (f) Transactional	(a) Performance of a contract with you; (b) Necessary to comply with a legal obligation;
To provide necessary information to Financial Institutions	(a) Identity (b) Contact (f) Technical (d) Payment (e) Financial (e) Transactional	(a) Performance of a contract with you; (b) Necessary to comply with a legal obligation; (c) Necessary for our legitimate interests to comply with regulatory obligations such as the reporting of financial data for financing, regulatory and compliance reasons.
To provide necessary information to other authorised and instructed professionals.	(a) Identity (b) Contact (f) Technical (d) Payment (d) Financial (e) Transactional	(a) Performance of a contract with you; (b) Necessary to comply with a legal obligation; (c) Necessary for our legitimate interests to comply with regulatory obligations such as the reporting of financial data for financing, regulatory and compliance reasons.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We have set out below the various mechanisms by which we strive to provide you with choices around how we use your personal data, particularly for marketing and advertising purposes. You can also contact our DPO at any time to discuss this further (dataprotectionofficer@whitehartassociates.com).

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which professional services and offers may be relevant for you (we call this marketing).

Third-party marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Opting Out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time (dataprotectionofficer@whitehartassociates.com).

Where you opt out of receiving these marketing messages, this will not apply to personal data that you have provided to us as a result of an engagement to provide you with professional services or other such transactions.

Cookies

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. For more information about the cookies we use, please see <http://whitehartassociates.com/terms-and-conditions/>.

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.

5. Disclosures of your personal data

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- (A) Internal Third Parties as set out in the *Glossary*.
- (B) External Third Parties as set out in the *Glossary*.
- (C) Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International transfers

Occasionally we may need to send personal data to external third parties that are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever your personal data is transferred outside the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, 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.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We retain the personal data that you provide to us for a period of 7 years from either the date of collection or the date that you cease being a client of ours for tax, legal and regulatory purposes. Please contact us for further information.

In some circumstances you can ask us to delete your data: see Request erasure below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

- (A) [Request access](#)
- (B) [Request correction of your personal data](#)
- (C) [Request erasure of your personal data](#)
- (D) [Object to processing of your personal data](#)
- (E) [Request restriction of processing your personal data](#)
- (F) [Request transfer of your personal data](#)
- (G) [Right to withdraw consent](#)

If you wish to exercise any of the rights set out above, please contact our DPO (dataprotectionofficer@whitehartassociates.com).

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. Glossary

LAWFUL BASIS

- **Legitimate Interest**

means the interest of our business in conducting and managing our business to enable us to give you the best service and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

- **Performance of contract**

means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

- **Comply with a legal or regulatory obligation**

means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

THIRD PARTIES

- **Internal Third Parties**

Both White Hart Associates (London) Limited and White Hart Associates LLP acting as joint controllers and who are based in the United Kingdom and provide various IT and system administration services and undertake leadership reporting to one another.

- **External Third Parties**

- i. Service providers such as Xero Limited acting as processors based outside the EEA who provide cloud accounting and storage services.

- ii. Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the United Kingdom, United States, Australia and/or such other countries as necessary for the purposes of your instructions who provide consultancy, banking, legal, insurance and accounting services.
- iii. HM Revenue & Customs, regulators (such as the CAA, ABTA or ABTOT) and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.
- iv. Regulatory bodies and other authorities acting as processors or joint controllers and based in the United States, Australia and/or such other countries as necessary for the purposes of your instructions and who require reporting of processing activities in certain circumstances.

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), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. 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 where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

- **Request restriction of processing**

of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- (a) if you want us to establish the data's accuracy;
- (b) where our use of the data is unlawful but you do not want us to erase it;
- (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
- (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

- **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.