

**WEBSITE PRIVACY NOTICE – Professional Financial Centre (East Midlands) Limited**

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*Email: [mail@pfcem.co.uk](mailto:mail@pfcem.co.uk) Managing Director / Compliance Director: Richard Shanks*

*Data Protection Officer: Halina Johnson*

Professional Financial Centre (East Midlands) Limited (“We”, “The Company”) are committed to protecting and respecting your privacy. This policy sets out the basis on why any Personal Data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your Personal Data and how we will treat it.

**WHAT INFORMATION DO WE COLLECT?**

We may collect the following information about you via the website [www.pfceastmidlands.co.uk](http://www.pfceastmidlands.co.uk) (our site):

- Information that you provide by filling in forms on our site, including information provided via the Contact form or Feedback/Referral Form.
- If you contact us, we may keep a record of that correspondence.
- Details of your visits to our site including, but not limited to, traffic data, location data, and the resources that you access.

We may collect information about your computer, including where available your IP address, operating system, and browser type, for system administration and reports. This is statistical data about our users' browsing actions and patterns.

Our website uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and allows us to make improvements. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie Policy](#).

**WHY DO WE PROCESS PERSONAL DATA?**

If you have submitted information via a form on our site then we may need to contact you, and so we will process your Personal Data in order to do so. We have a legitimate interest in utilising your Personal Data provided to us in the course of leaving feedback or making a referral. Should you be contacting us via our site in order to discuss possible financial advice, we will need to process your Personal Data in order for performance of contract.

**WHO HAS ACCESS TO DATA?**

In the course of dealing with you, we may pass your Personal Data on to Third Party service providers who are contracted with us. Our contractors are obliged to keep your details secure, and to use them only for the purposes mentioned above.

The Company may share your data with its external IT service provider T3 Network Solutions Limited by way of storage on servers. They will only access your data if it is necessary for performance of their role. Your data will also be shared with our website administrator This Is Kode Ltd, however, no data is stored on the site.

The organisation will not usually transfer your data outside the European Economic Area.

## **HOW DOES THE COMPANY PROTECT DATA?**

The Company takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

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 site. 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.

## **FOR HOW LONG DOES THE COMPANY KEEP DATA?**

We will not keep your Personal Data for longer than is necessary. If your contact with us through our website leads to potential or actual financial advice, we will retain your data in line with our Data Retention Policy.

## **YOUR RIGHTS**

As a data subject, you have a number of rights. You can:

- Access and obtain a copy of your data on request;
- Require the Company to change incorrect or incomplete data;
- Require the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- Object to the processing of your data where the Company is relying on its legitimate interests as the legal ground for processing; and
- Ask the Company to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Company's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Data Protection Officer Halina Johnson via [dataprotection@pfcem.co.uk](mailto:dataprotection@pfcem.co.uk). If you believe that the Company has not complied with your data protection rights, you can complain to the Information Commissioner.

## **CHANGES TO OUR WEBSITE PRIVACY NOTICE**

Any changes we may make to our Website Privacy Notice in the future will be posted on this page.

Questions, comments and requests regarding this Website Privacy Notice are welcomed and should be addressed to [dataprotection@pfcem.co.uk](mailto:dataprotection@pfcem.co.uk).