



## Privacy Policy

V1.0

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## **Privacy Policy**

### **Your Personal Data: A Privacy Notice**

Clarity Claims will act as a 'Data Controller' of the personal data provided to us.

#### **What we need**

This data includes all basic information you have provided, including name (current and previous), address (current and previous), telephone number, email address, date of birth, etc. This also includes the details of any financial business you have identified as having purchased or taken out financial products through, against which you wish to have investigated for any potential mis-sale. This may include (but is not limited to) investment products, Self-Invested Personal Pensions (SIPPs), insurance or financial credit products.

If we do identify a financial or investment product for which a complaint can be made for mis-selling, we will also need to obtain from you, and process some additional information, which may relate to other relevant factors, such as income, employment and medical-history.

#### **Why we need this data**

Clarity Claims requires this data, firstly to verify your consent to act on your behalf as a Claims Management Company and approach the financial businesses you have identified. Secondly, it is necessary in order to be able to locate and access the required historic financial and/or investment data with said businesses. Finally, it forms the basis of the complaint(s) being made on your behalf for claiming redress or compensation, on your behalf.

This consent, 'contractual obligation' and 'legitimate business interest' form Clarity Claims' legal basis for processing your personal data.

#### **What we will do with your data**

The data you provide will be shared with the financial businesses you have identified as wishing to investigate. If necessary, it may also be provided to intermediary or regulatory bodies, such as The Financial Ombudsman Service or The Financial Services Compensation Scheme, if a claim cannot be resolved directly with said financial business.

All data processed by Clarity Claims is done within our offices in the UK and all Cloud-based IT services are facilitated through Microsoft 365 and Google Cloud, with servers based within the EU.

#### **How long we will keep your data**

Clarity Claims is conscious to ensure that we respect our clients' right to be 'forgotten', and to this end we aim to keep your data for no longer than necessary. Due to regulatory requirements, Clarity Claims will keep the data of any client, either for a period of six years from the completion of our contract, or at the point the business closes, whichever occurs first. Should the process not proceed, then data will be held for no longer than sixty days. After this point, your data will be removed or anonymised.

#### **Checking your details**

If you wish to verify the details you have submitted to Clarity Claims, you may do so by contacting us via e-mail or writing to the address given below

### **Prevention of Money Laundering**

We may use and search the records of credit reference or fraud prevention agencies to check your identity to prevent money laundering, unless you have furnished other satisfactory proof of identity.

### **What are your rights?**

If at any point you believe the information we process on you is incorrect, you may request to see this information and even have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office (ICO) by contacting them on 0303 123 1113 or visiting <https://ico.org.uk/>. Our Data Protection Officer is Gemma Wood and you can contact them at [info@clarityclaims.com](mailto:info@clarityclaims.com).