

Website Privacy Policy for Alstern Solicitors

Alstern Solicitors (“We”) are committed to protecting and respecting your privacy when you visit our website. This privacy policy sets out how we will process and use any personal data that you provide to us, or that we may collect from or about you as a result of visiting our website. For the purposes of the UK GDPR and Data Protection Act 2018 we are the data controller.

In the event that we ask you to provide any information by which you can be identified when using this website, then we will only use that information in accordance with this privacy policy.

Please note that this policy may be updated from time to time. Please therefore check this page to ensure that you continue to be in agreement with any changes that we may have made.

The effective date for this policy is 21 September 2023 and was last updated on 1 March 2023

If you have any queries regarding our use of your personal information, please contact us at info@alsternsolicitors.co.uk or by post at Alstern Solicitors, 30 Churchill Place, London, E14 5RE.

The information we collect

We may collect the following information, which includes personal Data, from you:

- Your name,
- Date of birth,
- Gender
- Job title
- Your contact information (including email address and telephone number),
- Information such as postcode, preferences and interests,
- Other information used in connection with customer surveys and/or offers,
- IP address (automatically collected),
- Web browser type and version (automatically collected),
- Operating system (automatically collected),
- A list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected).

This information will normally be collected in the following ways:

- Directly from you or through an authorised representative when, for instance, you enrol in our client portal, provide information on our websites, subscribe to our mailing lists, attend our events, opt-in for marketing updates, participate in our research surveys, or reach out to us via email, postal mail, in-person meetings, phone calls, or any other means of communication.
- Public Information: We may collect data that you or your authorised representative have made available to the public domain.
- Referrals and Associations: We may receive your information from individuals you know, such as family members or financial associates, as well as their representatives. This also extends to instances where you are a participant or stakeholder in a legal matter for which we are engaged, for example, as a witness, beneficiary, guarantor, buyer, seller, debtor, defender, claimant, employee, or employer.
- Professional Network: Your details may be referred to us by other entities like estate agents, accountants, financial advisors, legal colleagues, insurers, and financial institutions.
- Public Records and Regulatory Compliance: We collect information from public registers and databases, including but not limited to the Land Register, Register of Inhibitions, Companies House, and OSCR. Additionally, we may use data from credit agencies and Dow Jones to verify the identities of our clients and beneficial owners, helping us to meet our legal obligations.

How we use the information we collect

The information that we collect is used:

- Communication and Response: We use your personal information to address your queries, instructions, and concerns, providing you with the necessary support and feedback.
- Client Information Management: Upon becoming our client, your provided personal information will be stored and used for the following:
 - Legal advice and communication through various channels,
 - Legal representation in relevant matters,
 - Payment processing,
 - We also analyse client data for service improvement and record management.
- Business Clients and Stakeholders: For our business clientele and other stakeholders, we process key individuals' personal information to administer our services efficiently. Anti-financial crime measures include due diligence on key personnel within businesses.
- Anti-Financial Crime Compliance: To meet financial crime prevention standards, we use specified personal data. This data may be shared with credit agencies, fraud

prevention agencies, and legal authorities. Verification tools like SmartSearch UK is employed to validate identities and ensure compliance.

- Regulatory Compliance: We may share your information with regulatory bodies, such as the Law Society of England & Wales Legal Complaints Commission, as required by law.

Please note that where information is sent to you following your consent to receive that information you may at any time unsubscribe or withdraw your consent by contracting at info@alsternsolicitors.co.uk or by post at Alstern Solicitors, 30 Churchill Place, London, E14 5RE.

We process your personal data based on the following lawful bases:

- Consent: Obtained explicitly for specific activities such as marketing.
- Legitimate Interest: For non-intrusive activities that allow us to enhance our services.
- Contract: Required to fulfil our contractual obligations to you as our client.

In cases where data is not directly obtained from you, we collect information from categories like public records, professional referrals, and third-party agencies.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. These include:

- Physical security measures: {Insert details, e.g., secure access to buildings}.
- Electronic safeguards: {Insert details, e.g., firewalls, encrypted data storage}.
- Managerial procedures: {Insert details, e.g., restricted data access, regular security audits}.

Retention

In the event that you do not instruct us in relation to a legal matter, then we will retain your personal data for a period of 6 years.

In the event that you instruct us to act for you in relation to a legal matter, then we will retain your personal data in accordance with our usual retention periods, details of which are set out in our client care letter and/or terms of business sent to you on confirmation of those instructions.

Links to other websites

In the event that you follow links to other websites from our website, we cannot provide any assurances in relation to the content, accuracy or privacy of those websites, and cannot be responsible for the protection and privacy of any information which you provide whilst visiting

such sites. You should exercise caution and look at the privacy statement applicable to the website in question.

Your Rights

In the event that you are not happy with any aspect of our website or our use of your personal data you have the right to complain to the Information Commissioner at ico.org.uk - Tel: 0303 123 1113.

You have the right to obtain confirmation that your personal data is being processed by us and obtain a copy of your personal data from us. This will be provided without charge.

You also have various other rights in relation to your personal data which you may be able to exercise (depending upon the circumstances). These include:

- the right to ask us to correct personal data,
- the right to ask us to delete your personal data or stop processing it, unless it is necessary for us to retain it to comply with our legal obligations and/or the exercise or defence of legal claims,
- the right to restrict our use of your personal data,
- the right to data portability
- the right to object to us using your personal data.

Google AdWords

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

IP ADDRESSES AND COOKIES

We may collect information about your computer; this is statistical data concerning your browsing actions and does not identify you individually. This information includes your IP address where available, operating system and browser type, for system administration and to report collective information to our advertisers.

We may also collect information about your general internet usage using cookie files stored on the hard drive of all computers. The cookies contain valuable information that is transferred to your computer's hard drive. In collecting this information, we are able to improve our site and deliver a better and more personalised service. You can refuse to accept cookies but note that in doing this you may be unable to access certain parts of our site.

You can do this by activating the setting on your browser which allows you to refuse the setting.