

Introduction

In order to provide relevant information and arrange the provision of legal services, Alvechurch Legal Services collects and processes your personal data.

Alvechurch Legal Services processes personal data in accordance with the following data protection principles:

- Alvechurch Legal Services processes personal data lawfully, fairly and in a transparent manner.
- Alvechurch Legal Services collects personal data only for specified, explicit and legitimate purposes.
- Alvechurch Legal Services processes personal data only where it is adequate, relevant and limited to what is necessary for the purposes of processing.
- Alvechurch Legal Services keeps accurate personal data and takes all reasonable steps to ensure that inaccurate personal data is rectified or deleted without delay.
- Alvechurch Legal Services keeps personal data only for the period necessary for processing.
- Alvechurch Legal Services adopts appropriate measures to make sure that personal data is secure, and protected against unauthorised or unlawful processing, and accidental loss, destruction or damage.

Alvechurch Legal Services tells individuals the reasons for processing their personal data, how it uses such data and the legal basis for processing in its privacy notices. It will not process personal data of individuals for other reasons.

Where Alvechurch Legal Services processes special categories of personal data or criminal records data to perform obligations or to exercise rights in employment law, this is done in accordance with a policy on special categories of data and criminal records data.

Alvechurch Legal Services will update personal data promptly if an individual advises that his/her information has changed or is inaccurate.

Alvechurch Legal Services keeps a record of its processing activities in respect of personal data in accordance with the requirements of the General Data Protection Regulation (GDPR).

Purpose

This policy and privacy notice aims to give you information on how Alvechurch Legal Services collects and processes your personal data, including any data you may provide through this website when you complete contact forms, and any data you may provide when you telephone us, email us, write to us, meet us face-to-face or contact us through social media.

Alvechurch Legal Services is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

Controller

Alvechurch Legal Services is the data controller and is responsible for your personal data.

Contact details

Alvechurch Legal Services
1 Hagley Court South
The Waterfront
Brierley Hill
DY5 1XE

Email : info@alvechurchlegal.co.uk

We are a registered Data Controller, ICO ref. ZA610642

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO) if you believe that your data has not been processed in a way that is compatible with data protection legislation. We would ask that you please contact us in the first instance before making a complaint, to allow us the opportunity to deal with your concerns before you approach the ICO.

Your responsibilities

You are responsible for helping Alvechurch Legal Services keep your personal data up to date. You should let Alvechurch Legal Services know if data provided to Alvechurch Legal Services changes, for example if you move house or change your contact details.

Third party links

This website may include links to third-party websites. If you visit these sites, third parties may collect or share data about you. We have no control of such websites and would encourage you to read the privacy notice for each website you visit.

The data we collect

Personal data or personal information, means any information that allows a specific person to be identified.

We may collect different kinds of personal data about you which we have grouped together follows:

- **Contact:** including your home address, email address, telephone number and social media address.
- **Financial:** including your payment card details or bank details.
- **Identification:** including title, first name or initial, maiden name, last name, spouse's or civil partner's name if you intend to instruct the firm as a couple, marital status, date of birth and gender.
- **Situation:** including information you have given us about your personal circumstances such as your assets or family tree, in the course of us providing you with information about our services, a quote or advice.
- **Marketing:** including your preferences in receiving marketing materials.
- **Profile:** including purchases made by you, your status (for example, married/divorced/widowed/single), preferences and feedback responses.

- **Technical:** including internet protocol (IP) address, geographical location, browser type and version, plug-ins used and their versions, operating system (e.g. Windows 10) and other information about the device you are using to access this website.
- **Transactional:** including details about payments to and from you and details of services you have purchased from us.
- **Usage:** including information about how you use our website.
- **Recruitment:** including details of your qualifications, skills, experience and employment history, information about your current level of remuneration including benefit entitlements, whether or not you have a disability for which Alvechurch Legal Services needs to make reasonable adjustments during the recruitment process, information about your entitlement to work in the UK and equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

Where Alvechurch Legal Services processes special categories of personal data or criminal records data to perform obligations or to exercise rights in employment law, this is done in accordance with a policy on special categories of data and criminal records data.

If you do not provide us with personal data

You are under no statutory or contractual obligation to provide data to Alvechurch Legal Services. However, if you do not provide the information, Alvechurch Legal Services may not be able to provide you with the most relevant information, legal advice or services appropriate to your circumstances.

How your data is collected

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

- Filing in forms on our website
- Emailing us
- Phoning us
- Face to face meetings

This might be, for example, to

- Request a quote, make an enquiry or use our legal services
- Subscribe to our newsletter;
- Request information or marketing materials be sent to you;
- Give us feedback

As you use our website, we may automatically collect Technical Data as set out above. We collect this data by using cookies.

Cookies

Cookies collect anonymous information about your usage of the website to help us understand how well the website is performing and to help us make decisions about website development. A cookie is a small piece of text sent to your browser by a website you visit. It helps the website to remember information about your visit, like your preferred language and other settings. That

can make your next visit easier and the site more useful to you. Cookies play an important role. Without them, using the web would be a much more frustrating experience.

The cookies we collect are set by Google.

Google cookies to collect general (anonymous) information about website usage. They will not read or corrupt other information saved on your computer and cannot be used to deliver viruses, or extract your personal information.

Cookies are stored on your computer. We cannot delete them but you can disable them. **[Click here to find out how to manage and delete cookies yourself.](#)**

Disabling Google cookies should not affect the normal operation of the website.

Third parties or publicly available sources

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

Technical Data from analytics providers such as Google.

Contact, identification, profile and situation data from other service providers you have used, where you have asked for your data to be passed to us.

Telephone answering service: If our lines are busy, we use a third party telephone answering service to collect contact and identification information about you, and any other information that you choose to leave. The telephone answering service will send us details of your request:

- Via our secure Gsuite email system
- Via a consolidation spreadsheet

The telephone answering service is a Registered Data Controller and has put in place its own privacy and data handling policies to protect your information.

Public records: We may collect data about you from public registries, such as the Land Registry, in relation to the legal work we are completing for you. We may also use public records to locate you in the event that we need to collect money from you, or contact you about documents we hold for you.

How your personal data is stored

Data will be stored in a range of different places. This depends on how you contact us and how you provide the data. This may include:

- In our website database
- In our secure Gsuite email system
- Within our secure Google docs drives

- On a secure Google Docs spreadsheet
- On our secure Mailchimp account
- Within the Google analytics secure interface (anonymous)
- In paperwork that we use to record the information you have provided.
- If we open a file for you, in correspondence on that file which will be held at one of our offices
- On invoices, including a general reference to your matter, the dates and amounts paid and means of payment, and if your Wills are stored in our storage facility.
- If you provide us with documents, in a card reference system to help us identify who owns the documents
- On our secure Google calendars to mark appointments, as managed by Gsuite
- Data on memory sticks and hard drives so far as we need to transport this data from one computer to the other (example: from laptop to printer). This is only retained for the duration of your matter.

Your payment card information is not stored although usually the printed confirmation will display the last 4 digits of your payment card.

Employee bank details are only stored in our paper personnel files and on our online banking system, unless you provide them to us via email.

If we agree to refund you by bank payment, your bank details are stored via the medium you provide them (e.g. letter), paper record and on our online banking system.

We strongly advise against providing bank details by email because of the risk of spoofing.

How we use your personal data

We only use your data in a way that is permitted by law. The most common reasons for us using your data are:

- To perform a contract that we have entered into with you, or are about to enter into with you
- Where it is necessary for our legitimate interests, provided that your interests and rights do not override our legitimate interests.
- Where we have to comply with a legal or regulatory obligation (such as tax/VAT rules)

Purpose

We have set out below how we plan to use your personal data, and which of the legal bases we rely on to do so. together with our legitimate interests where appropriate.

Purpose	Type	Lawful basis for processing including basis of legitimate interest
To register you as a client of the firm	Identification Contact	Performing our contract for the delivery legal services to you
<p>To carry out legal work for you including managing fees and charges, and collecting money that is due to us</p> <p>To refer you to an appropriate legal professional from one of our partner firms where we do not hold the appropriate expertise to carry out legal work for you in-house.</p>	Identification Contact Financial Transaction Marketing and Communications Situation	<p>Performing our contract for the delivery legal services to you</p> <p>Necessary for our legitimate interests (to recover money owing to us)</p> <p>Necessary for your legitimate interests (ensure that the legal services appropriate and beneficial to your circumstances are delivered by an appropriate legal professional)</p>
<p>To manage our client relationship with you including:</p> <p>(a) Letting you know if we change our terms or privacy policy</p> <p>(b) Asking you to give feedback/leave a review</p>	Identity Contact Profile Marketing and Communications	<p>Performing our contract for the delivery legal services to you</p> <p>Complying with our legal obligations</p> <p>Necessary for our legitimate interests (keeping our records updated, understanding how clients use our services)</p>
To administer and protect the company and its website	Identification Contact Technical	<p>Necessary for our legitimate interests (running our business, providing admin/IT services, security, fraud)</p> <p>Necessary to comply with our legal obligations</p>
To design, prepare and send relevant website content, email content and postal information or understand the effectiveness of the content we serve to you	Identification Contact Profile Usage Marketing and Communications	Necessary for our legitimate interests (to understand how clients use our services, to develop those services, grow the company and to drive our marketing strategy)

	Technical Situation	<p>Necessary for your legitimate interests (making you aware of legal services that would be beneficial to your circumstances)</p> <p>Necessary to process your request for information where your consent has been obtained (for example, where you have signed up to our newsletter or requested an information pack)</p>
To use data analytics to improve the firm's website, services, marketing, client relationships and experiences	Technical Usage	Necessary for our legitimate interests (to define types of clients for our services, to keep our website updated and relevant, to develop our business and to drive our marketing strategy)
To suggest and recommend services that may be of interest to you	Identification Contact Technical Usage Profile Situation	<p>Necessary for our legitimate interests (to develop our services and grow our business, to ensure you are aware of services that are relevant to your circumstances and needs)</p> <p>Necessary for your legitimate interests (making you aware of legal services that would be beneficial to your circumstances)</p> <p>Necessary to process your request for information where your consent has been obtained (for example, where you have signed up to our newsletter or requested an information pack)</p>
To process your interest in working for the firm and to hire you if you are a suitable person to work for the firm	Contact Financial Identification Recruitment	<p>Entering into a employer employee contract with you</p> <p>Necessary for our legitimate interests (manage the recruitment process, assess and confirm a candidate's suitability for employment and</p>

		<p>decide to whom to offer a job. We may also need to process data from job applicants to respond to and defend against legal claims)To perform our contractual (e.g. financial and legal) obligations towards you</p>
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Marketing

We will always try to provide you with choices in relation to our marketing activities.

Newsletter

If at the time of making the enquiry you request our newsletter, your information will also be added to our secure Mailchimp mailing list and will be used for the purpose of sending you our email newsletter no more than once per month. You may unsubscribe at any time by emailing info@alvechurchlegal.co.uk, writing to us by post or by clicking the 'unsubscribe' link in any edition of the newsletter.

Information pack request

If you request an information pack, we will use the data that you have provided us with to send you the pack. We will also notify your pack by post of any available free one hour appointments available in your local area. We may send you up to four letters with further information. You may ask us not to contact you again at any time by emailing info@alvechurchlegal.co.uk or writing to us by post.

Follow ups

We may contact you after your legal work has been completed, where it is in your best interests to do so. For example, it is recommended that your Will is reviewed on a regular basis to ensure it is up to date and we may contact you to advise you of this. We may also suggest other legal documents and services that are appropriate to your circumstances, such as making a Lasting Power of Attorney if you have not already done so. You may ask us not to contact you again at any time by emailing info@alvechurchlegal.co.uk or writing to us by post.

Third party marketing

We do not share your data with anyone outside of Alvechurch Legal Services without your express opt-in consent other than as outlined in this policy.

Opting out

You can ask us to stop sending marketing messages to you at any time. The easiest way to do this is to simply click the opt-out links on any of our newsletter emails sent to you. Alternatively, you can contact us to make this request.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of service purchase, service experience or other transactions.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless it is reasonable for us to use it for another reason compatible with the original purpose. We would be pleased to provide you with an explanation of how the processing is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will contact you and explain the legal basis that allows us to do so.

We may process your personal data without your specific knowledge or consent where we are required or permitted to do so by law.

Disclosure of personal data

We may need to contact a third party about your enquiry – for example, if the legal issue you have cannot be dealt with in house because it requires a barrister or a specialist third party.

We may share your data with 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 policy.

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.

International transfers

We do not transfer your personal data outside the European Economic Area (**EEA**).

Data security

Alvechurch Legal Services 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.

Data retention

We will only retain your personal data for as long as necessary to fulfil the purpose we collected it for. This may include fulfilling any legal, accounting, or reporting requirements in relation to the transaction with you.

Individual rights

As a data subject, you have a number of rights in relation to your personal data.

Subject access requests

You have the right to make a subject access request. If you make a subject access request, Alvechurch Legal Services will tell you:

- whether or not your data is processed and if so why, the categories of personal data concerned and the source of the data if it is not collected from you;
- to whom your data is or may be disclosed, including to recipients located outside the European Economic Area (EEA) and the safeguards that apply to such transfers;
- for how long your personal data is stored (or how that period is decided);
- your rights to rectification or erasure of data, or to restrict or object to processing;
- your right to complain to the Information Commissioner if you think Alvechurch Legal Services has failed to comply with your data protection rights; and
- whether or not Alvechurch Legal Services carries out automated decision-making and the logic involved in any such decision-making.

Alvechurch Legal Services will also provide you with a copy of the personal data undergoing processing. This will normally be in electronic form if you have made a request electronically, unless you agree otherwise.

If you want additional copies, Alvechurch Legal Services will charge a fee, which will be based on the administrative cost to Alvechurch Legal Services of providing the additional copies.

To make a subject access request, you should send the request to info@alvechurchlegal.co.uk. In some cases, Alvechurch Legal Services may need to ask for proof of identification before the request can be processed. Alvechurch Legal Services will inform you if we need to verify your identity and the documents we require.

Alvechurch Legal Services will normally respond to a request within a period of one month from the date it is received. In some cases, such as where Alvechurch Legal Services processes large amounts of your data, we may respond within three months of the date the request is received. Alvechurch Legal Services will write to you within one month of receiving the original request to tell you if this is the case.

If a subject access request is manifestly unfounded or excessive, Alvechurch Legal Services is not obliged to comply with it. Alternatively, Alvechurch Legal Services can agree to respond but will charge a fee, which will be based on the administrative cost of responding to the request. A subject access request is likely to be manifestly unfounded or excessive where it repeats a request to which Alvechurch Legal Services has already responded. If you submit a request that is unfounded or excessive, Alvechurch Legal Services will notify you that this is the case and whether or not we will respond to it.

Other rights

You have a number of other rights in relation to your personal data. You can require Alvechurch Legal Services to:

- rectify inaccurate data;
- stop processing or erase data that is no longer necessary for the purposes of processing;
- stop processing or erase data if your interests override Alvechurch Legal Services legitimate grounds for processing data (where Alvechurch Legal Services relies on its legitimate interests as a reason for processing data);
- stop processing or erase data if processing is unlawful; and
- stop processing data for a period if data is inaccurate or if there is a dispute about whether or not your interests override Alvechurch Legal Services legitimate grounds for processing data.

To ask Alvechurch Legal Services to take any of these steps, please contact us by email info@alvechurchlegal.co.uk or by post.

Enquiries:

01384 848 286

9am - 5pm Mon - Fri

Info pack requests:

01384 848 286

9am - 5pm Mon - Fri