

# **Privacy Policy**

Effective Date: 01 January 2025 Last Updated: 01 January 2025

Jolliffe Hepburn Limited ("we", "us", or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

#### Who We Are

Jolliffe Hepburn Limited is a company registered in the United Kingdom with a global client base. Our registered address is: PO Box 3, Ingmanthorpe Hall, Montagu Lane, Wetherby, West Yorkshire, LS22 5EH, United Kingdom

If you have any questions about this notice or our approach to privacy, please contact us at:

Email: enquiries@j-hl.co.uk Phone: +44 (0)1469 531400

# What Information We Collect

We may collect and process the following types of personal data:

- Identity Data: Name, job title, company name
- Contact Data: Email address, phone number, mailing address
- Technical Data: IP address, browser type, operating system, and other technical information
- Usage Data: Information about how you use our website, products, and services
- Marketing & Communications Data: Your preferences in receiving marketing from us and your communication preferences

#### How We Collect Your Data

We collect your data through:

- Direct interactions (e.g. filling out a contact form, subscribing to updates)
- Automated technologies (e.g. cookies, analytics tracking)
- Third-party sources (e.g. business partners, publicly available sources)

#### How We Use Your Data

We use your personal data to:

- Respond to your enquiries or requests
- Provide and manage our services
- Improve our website, services, and user experience
- Send marketing communications (with your consent)
- Comply with legal or regulatory obligations

### Lawful Basis for Processing

We process your personal data under the following lawful bases:

- Your consent
- The performance of a contract with you
- Compliance with legal obligations
- Our legitimate interests, where these do not override your rights

# **International Data Transfers**

As a company with a global footprint, your data may be transferred outside the UK. Where this occurs, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the UK ICO.

### Data Sharing

We may share your personal data with trusted third parties such as:

- IT and system administration providers
- Professional advisers (e.g. legal, financial)
- Regulators or authorities when required

We ensure all third parties respect the security of your personal data and process it in accordance with the law.

#### Data Retention

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

## **Your Rights**

Under UK data protection laws, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request erasure of your data (in certain circumstances)
- Object to processing based on legitimate interests or direct marketing
- Request restriction of processing
- Request data portability
- Withdraw consent at any time (where consent is the lawful basis)

To exercise any of these rights, please contact us at: enquiries@j-hl.co.uk.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

#### Changes to This Privacy Notice

We may update this Privacy Notice from time to time. The latest version will always be posted on this page, and where appropriate, you will be notified via email or website notification.

Approved by:

Mr Julian J Hepburn Managing Director January 2025

ICO Registration No. ZA892679