



Brady Solicitors Ltd Privacy Policy

1. Introduction

1.1 Brady Solicitors Ltd is a limited company, registered in England & Wales with Company Number 6524424. We are regulated by the SRA (Solicitors Regulation Authority) under number 486971. Our Registered Office is St Nicholas Court, 25 – 27 Castle Gate, Nottingham, NG1 7AR.

1.2 We operate the website www.bradysolicitors.com (the “website”)

1.3 Brady Solicitors take your privacy very seriously and we want to protect the privacy of our clients, contacts and visitors to our website. Therefore we ask that you read this privacy policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint about our use of your personal data.

1.4 When we use your personal data, we are regulated under the General Data Protection Regulation (GDPR) which applies across the European Union (including in the United Kingdom) and we are responsible as a “controller” and “processor” of that personal data for the purposes of the GDPR. Our use of your personal data is subject to your instructions, the GDPR, other relevant UK and EU legislation and our professional duty of confidentiality.

2. Scope of this Policy

This policy is intended to apply to the personal data we collect of any person set out in the non-exhaustive list below: -

- client or potential client of Brady Solicitors Ltd
- agent or potential agent of any client or potential client
- a representative of managing agent acting as a referrer or potential referrer of work
- a defendant or potential defendant
- an expert witness or potential expert witness
- a witness or potential witness
- a representative of HMCTS
- a representative of an external provider of legal services or the provider of such legal services if an individual
- a representative of any regulatory body which has jurisdiction over Brady Solicitors Ltd
- any user of the website
- any other person with a legitimate connection to any matter in which Brady Solicitors Ltd is acting

3. The personal information we collect from you and use

The non – exhaustive list below sets out the personal data we will or may collect in the course of dealing with your enquiry when you register with us, subscribe to our marketing updates, or if we advise and/or act for you: -

- Your name, address and telephone number
- Details of your professional online presence, e.g. LinkedIn profile
- Your bank and/or building society details
- Information to enable us to check and verify your identity, e.g. your date of birth, details of your passport or driving licence
- Electronic contact details, e.g. your email address and mobile phone number
- Information relating to the matter in which you are seeking our advice or representation
- Your financial details so far as relevant to your instructions, e.g. the source of your funds if you are instructing us on a purchase transaction
- Information about your use of our IT, communication and other systems, and other monitoring information, e.g. if using our secure online client portal
- Demographic information such as preferences and interests
- Other information relevant to surveys, offers and enquiries

This personal data is required to enable us to provide our services to you. If you do not provide the personal data we ask for, it may delay or prevent us from providing services to you.

4. How your personal data is collected

We collect most of this information from you directly or via our website. However, we may also collect information: -

4.1 from publicly accessible sources, e.g. Companies House or HM Land Registry;

4.2 directly from a third party, e.g.

- HM Home Office Sanctions screening providers;
- credit reference agencies;

- client due diligence providers;

4.3 from a third party with your consent, e.g.

- your bank or building society, another financial institution or adviser;
- consultants and other professionals we may engage in relation to your matter;

4.4 via our website

- when you contact us through our online enquiry and subscription forms
- when you use our website for acquiring information.
- we use cookies on our website
- website links – our website may contain links to other websites. Please note that we are not responsible for the privacy practice of such other websites and advise you to read the privacy statements of each website you visit which collects personal data;

4.5 E-mail marketing communications

- Email marketing communications - where you receive a marketing email or other direct mailing from us, we may collect information using tracking so that we can tell how much traffic those emails send to our site and we can track, at an individual level, whether the user has opened and clicked on the email. We rarely use this information at a personal level, rather we use it to understand open and click rates on our emails to try and improve them. Sometimes we do use the personal information e.g. to re-email people who didn't open or click an email the first time. If you want to be sure that none of your email activity is tracked, then you should unsubscribe from the Brady Solicitors newsletter and updates.
- Other emails that we send you have no tracking in at all, for example personal correspondence or emails with invoices attached.

4.6 Via our information technology (IT) systems, e.g.

- case management, document management and time recording systems;
- automated monitoring of our websites and other technical systems, such as our computer networks and connections, CCTV and access control systems, communications systems, email and instant messaging systems;
- telephone recording by us.

5. How and why we use your personal data

5.1 Under data protection law, we can only use your personal data if we have a proper reason for doing so, e.g.

- to comply with our legal and regulatory obligations;
- so that we can perform our contract with you, deal with your enquiry or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent.

5.2 A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

5.3 The table below explains what we process (use) your personal data for and our reasons for doing so:

What we use your personal data for	Our reasons
To deal with your initial enquiry and provide legal advice	So that we can perform our contract with you or to take steps at your request before entering into a contract
To provide legal advice and act on your behalf	So that we can perform our contract with you or to take steps at your request before entering into a contract
To process your request to be subscribed to our mailings	So that we may take steps at your request with a view to accepting you as a recipient of our email bulletins
Conducting checks to identify our clients and verify their identity Screening for financial and other sanctions or embargoes Processing necessary to comply with professional, legal and regulatory obligations that apply to our business such as professional rules laid down by our regulator, the SRA (Solicitors Regulation Authority) or Health & Safety regulations.	So that we may comply with a legal obligation
Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies	So that we may comply with a legal obligation
Ensuring business policies are adhered to, e.g. policies covering security and internet use	For our legitimate interests or those of a third party i.e. to make sure we are following our own internal procedures so we can deliver the best service to you
Operational reasons, such as improving efficiency, training and quality control	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price
Ensuring the confidentiality of commercially sensitive information	For our legitimate interests or those of a third party, i.e. to protect our intellectual property and other commercially valuable information So that we may comply with a legal obligation
Statistical analysis to help us manage our practice, e.g. in relation to our financial performance, client base, work type or other efficiency measures	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price
Preventing unauthorised access and modifications to systems	For our legitimate interests or those of a third party, i.e. to prevent and detect criminal actions which may harm you and us.

	So that we may comply with a legal obligation
Updating and enhancing client records	So that we can perform our contract with you or to take steps at your request before entering into a contract So that we may comply with a legal obligation For our legitimate interests or those of a third party, e.g. making sure that we can keep in touch with our clients about existing and new services
Statutory returns	So that we may comply with a legal obligation
Ensuring safe working practices, staff administration and assessments	So that we may comply with a legal obligation For our legitimate interests or those of a third party, e.g. to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you
Marketing our services and those of selected third parties to: - existing and former clients; <ul style="list-style-type: none"> prospective clients who have previously expressed an interest in our services; prospective clients with whom we have had no previous dealings but who may be interested in our services. 	For our legitimate interests or those of a third party, i.e. to promote our business to existing and former clients and non-clients who may be interested in our services
External audits and quality checks, e.g. for quality accreditations such as, but not limited to Lexcel and the audit of our client and office accounts	For our legitimate interests or a those of a third party, i.e. to maintain our accreditations so we can demonstrate we operate at the highest standards So that we may comply with a legal obligation

6. Marketing communications

6.1 We may use your personal data to send you updates (by email, telephone or post) about legal developments that might be of interest to you and/or information about our services, including exclusive offers, promotions or new services or products.

6.2 We have a legitimate interest in processing your personal data for promotional and marketing purposes (see above ***'How and why we use your personal data'***). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

6.3 We will always treat your personal data with the utmost respect and never share it with other organisations outside our group for marketing purposes unless you have specifically consented to this.

6.4 You have the right to opt out of receiving promotional communications at any time by: -

- e-mailing or writing to us
- using the 'unsubscribe' link in emails you receive from us.

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

7. Who we share your personal data with

7.1 We routinely share personal data with: -

- professional advisers, as appropriate, who we instruct on your behalf or refer you to, e.g. barristers or experts such as surveyors;
- other third parties where necessary to carry out your instructions e.g. your mortgage provider or HM Land Registry in the case of a property transaction; Companies House and in the case of litigation, Her Majesty's Court & Tribunal Services
- our insurers and brokers;
- external auditors, e.g. Lexcel and our accountants in relation to accreditations and the audit of our accounts;
- our bank;
- external service suppliers, representatives and agents that we use to make our business more efficient, e.g. typing services, support services, marketing agencies, document collation or analysis suppliers;

7.2 We only allow our service providers to handle your personal data if we are satisfied that they take appropriate measures to protect your personal data. We also impose contractual obligations on service providers to ensure they can only use your personal data to provide services to us and to you.

7.3 We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

7.4 We may also need to share some personal data with other parties, such as potential buyers of our business or during a re-structuring. Usually, information will be anonymised, but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

8. Where your personal data is held

8.1 Information may be held at our offices, third party agencies, service providers, representatives and agents as described above (see [‘Who we share your personal data with’](#)).

8.2 Some of these third parties may be based outside the European Economic Area (EEA). For more information, including on how we safeguard your personal data when this occurs, see below: [‘Transferring your personal data out of the EEA’](#).

9. How long your personal data will be kept

9.1 We will keep your personal data after we have finished dealing with your enquiry, advising or acting for you. We will do so for one of these reasons: -

- to respond to any questions, complaints or claims made by you or on your behalf;
- to show that we treated you fairly;
- to keep records required by law.

9.2 We will not retain your data for longer than necessary for the purposes set out in this policy. Normally we will retain your data for a period of 12 years for transactional land matters and 7 years for all other matters.

9.3 When it is no longer necessary to retain your personal data, we will delete or anonymise it.

10. Transfer of your information out of the EEA

10.1 To deliver services to you, it is sometimes necessary for us to share your personal data outside the EEA, e.g.

- with your and our service providers located outside the EEA;
- if you are based outside the EEA;
- where there is an international dimension to the matter in which we are advising you.

10.2 These transfers are subject to special rules under European and UK data protection law.

11. Your rights

11.1 You have the following rights, which you may exercise free of charge:

- Access - The right to be provided with a copy of your personal data (the right of access)
- Rectification - The right to require us to correct any mistakes in your personal data
- To be forgotten - The right to require us to delete your personal data— **BUT ONLY** in certain situations
- Restriction of processing - The right to require us to restrict processing of your personal data— **BUT ONLY** in certain circumstances, e.g. if you contest the accuracy of the data
- Data portability - The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—**BUT ONLY** in certain situations
- To object – the right to object at any time to your personal data being processed for direct marketing (including profiling) and in certain other situations to our continued processing of your personal data, e.g. processing carried out for the purpose of our legitimate interests.
- Not to be subject to automated individual decision-making - The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner’s Office \(ICO\) on individuals’ rights under the General Data Protection Regulation](#).

If you would like to exercise any of these rights, please: -

11.2 Make a written data subject request by letter or email or

11.3 verbally by telephoning us. If you make a verbal request, we request you confirm it in writing subsequently.

11.4 In either case you must ensure you: -

- let us have enough information to identify you e.g. your full name, address and client or matter reference number);
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know what right you want to exercise and the information to which your request relates.

12. Keeping your personal information secure

12.1 We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

12.2 We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

12.3 If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

13. How to complain

13.1 We hope that we can resolve any query or concern you raise about our use of your information.

13.2 The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at

- <https://ico.org.uk/concerns/>
- by telephone: 0303 123 1113 or;
- by writing to: - Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

14. Changes to this privacy notice

14.1 This privacy policy was published on 17 May 2019 and supersedes any previous version.

14.2 We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version.

15. How to contact us

15.1 Please contact our Data Protection Officer (who is **Jonathan Watts** and who is also our Operations Director) if you have any questions about this privacy policy or the information, we hold about you.

15.2 Contact details are as follows: -

By email: gdpr@bradysolicitors.com

By letter: Data Protection Officer
Brady Solicitors Limited
St Nicholas Court
25 – 27 Castle Gate
Nottingham
NG1 7AR

By Phone: [0115 934 3855](tel:0115 934 3855)

16. Do you need extra help?

If you would like this notice in another format, please contact us by one of the methods listed at “15. How to contact us” above.