

Customer privacy notice

At Platinum Financial Services we respect your privacy and the confidentiality of your personal information.

This Privacy Notice explains:

- Who we are
- What personal information we collect
- How we use your personal information
- Who we share your information with and why
- How we keep your information secure
- Your rights
- How to contact us

Who we are

Platinum Financial Services is a trading style of Platinum FS Ltd, which is authorised and regulated by the Financial Conduct Authority under reference 975176.

Platinum FS Ltd is registered in England and Wales under company number 11605524. Registered Office: Office 2, 85 Priory Road, Kenilworth, CV8 1LQ.

Platinum Financial Services provide financial planning solutions and advice through experienced and qualified advisers based in the UK.

Platinum Financial Services determine the purposes and means of processing personal client data relating to giving advice. This means we're data controllers for core advice giving activities and therefore responsible for managing this client data and ensuring compliance.

We process your information in order to support and maintain our contractual relationship with you and to comply with legal and regulatory requirements. This includes the following:

- Providing our advice, products or services to you
- Carrying out transactions you have requested
- Confirming and verifying your identity for security purposes
- Credit scoring and assessment, and credit management (where applicable)
- Detecting and preventing fraud, crime, money laundering or other malpractice.

To investigate any complaint or enquiry raised in regards to your adviser or the advice given

We also process your data for specific business purposes to enable us to give you the best products and services and the best and most secure experience. For example, we process your information to send you marketing that is tailored to your interests.

Our business purposes include the following:

- Enhancing, and personalising our services for the benefit of our customers
- Providing communications which we think will be of interest to you
- Market or customer satisfaction research or statistical analysis
- Audit and record keeping purposes
- Enhancing the security of our network and information systems.
- Supporting the testing and maintenance of systems

You have the right to object to this processing if you wish, please see "YOUR RIGHTS" section below. Please bear in mind that if you object this may affect our ability to carry out the tasks above for your benefit.

We may also process your personal data as part of an acquisition or sale. Should this happen, you will be notified about any change to processing or data controller arising as a result of this activity.

Who we share your information with and why

We share your information with trusted third parties who perform tasks for us and help us to provide the services you require these include:

- Third parties to verify your identity, in line with money laundering or other requirements (this may involve carrying out checks with credit reference databases);
- Product providers such as Mortgage lenders and insurance providers;
- Third parties who we believe will be able to assist us with your enquiry or application, or who are able to support your needs as identified. These third parties will include but may not be limited to, our compliance advisers, product specialists, estate agents, providers of legal services such as estate planners, conveyancing, surveyors and valuers (in each case where we believe this to be required due to your particular circumstances);
- Third parties who perform tasks for us to help us set up or service your plan (these third parties may be based in countries outside the UK but where they are, we'll undertake an assessment of safeguards in place);
- Other organisations, including regulatory bodies, the police and fraud prevention agencies, to prevent and detect fraud;
- Third parties where required by law, court order or regulation;
- Third parties as part of an acquisition or sale.

How we keep your information secure

We're committed to ensuring the confidentiality of the personal information that we hold and we continue to review our security controls and related policies and procedures to ensure that your personal information remains secure.

When we contract with third parties, we impose appropriate security, privacy and confidentiality obligations on them to ensure that personal information is kept secure.

If we work with third parties in countries outside the UK, we ensure these are countries that the European Commission has confirmed have an adequate level of protection for personal information, or the organisation receiving the personal data has provided adequate safeguards.

In limited circumstances, data may be accessed outside of the UK i.e. by employees when they travel. In these circumstances, we ensure there are appropriate information security measures in place to safeguard your information.

Your rights

Platinum Financial Services tries to be as open as it can be in terms of giving people access to their personal information and therefore have outlined your rights below. This privacy notice was drafted with brevity and clarity in mind, therefore further information can be gathered by contacting us using the details below, or more information about your data protection rights can be found here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Marketing

You have the right to opt out of receiving marketing information and tell us what your communication preferences are by contacting Platinum Financial Services using the details provided at the end of this notice or by using the opt out option below or on any email marketing. You may opt out at any time if you don't want to receive any further communications of this nature.

Individual data rights and requests

- The right to be informed – You can request that we provide 'fair processing information', typically through this privacy notice;
- The right of access - You may request a copy of the personal information we hold about you using the contact details found on the end of this privacy notice;
- The right to rectification - The accuracy of your personal information is important to us. You have the right to ask us to update or correct your personal information;
- The right to erasure – You may request the deletion or removal of personal data where there's no compelling reason for its continued processing;
- The right to object – You may object to the processing of your data based on legitimate interests;
- The right to restrict processing - You have a right to request we 'block' or suppress processing of your personal data;
- The right to data portability – You may request to obtain and reuse your data; and
- The right not to be subject to automated decision-making including profiling.

If you wish to correct, restrict, delete or make changes to your personal information, or any of the data subject rights listed above, please contact us at the address or email listed below.

How to contact us

If you have questions about this notice, need further information about our privacy practices, or wish to give or withdraw consent, exercise preferences or correct your personal information, please contact us using the following details.

Platinum FS Ltd
Swan House Business Centre
Bosworth Hall Estate
The Park
Market Bosworth

CV13 0LJ

01455 322323

How to complain

If you wish to raise a complaint about how we have handled your personal data, you can contact The Office of Data Protection who'll investigate the matter.

If you're not satisfied with our response, or believe we're not processing your personal data in accordance with the law, you can complain to our regulator:

Information Governance Department
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

0303 123 1113

www.ico.org.uk/concerns

Consent to gather special category data

As detailed above, in some instances, it is necessary for us to collect more sensitive information (such as health or lifestyle information) which is called special category data. This is to allow us to provide our financial advice service to you. This is where we need to gather your consent to the collection and processing of this data. You can withdraw your consent at any time to us processing this data, however, this may mean that you can no longer access the service or product the information was gathered for.

<p>First Applicant:</p> <p>Date:</p> <p>Print name:</p> <p>Signature.....</p> <p>Second Applicant:</p> <p>Date:</p> <p>Print name:</p> <p>Signature.....</p>	<p>By signing this box, you are giving consent for special category personal data to be collected, stored and used in order for your adviser to provide you with a tailored advice service.</p>
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Electronic marketing

We may want to send you relevant marketing electronically from time to time. If you **do not** wish to receive electronic marketing, then please tick the box below to opt out.

<input type="checkbox"/>	I do not wish to receive electronic marketing of relevant marketing information
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