

1. Important Information and Who We Are

Purpose of this Privacy Notice

This privacy notice aims to give you information on how Silver Birch Finance collects and processes your personal data through your use of this website, or when you have otherwise provided us with personal data, or when you have visited our office. It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Controller

Silver Birch Finance is made up of different legal entities, namely Silver Birch Finance Holdings Limited (company number 13339067), Silver Birch Finance Limited (company number 13362558) and any of their respective affiliates. This privacy notice is issued on behalf of all Silver Birch Finance entities so when we mention "Silver Birch Finance", "we", "us", or "our" in this privacy notice we are referring to the relevant entity in the Silver Birch Finance group responsible for processing your data.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, prefer to deal with your concerns before you approach the ICO so would appreciate it if you could please [contact us](#) at first instance.

Updates

We keep our privacy policy under regular review. The last update date is found at the end of this notice.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your / the organisation you represent's relationship with us.

Third party links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

2. The Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the individual's identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows.

- **Identity data** includes your name, title and in certain limited circumstances, your passport number and your date of birth, for example for anti-money laundering or know your client purposes. If you attend our office in person CCTV footage may be collected of you.
- **Contact data** includes your email address and telephone numbers, and in certain limited circumstances your home address.
- **Marketing and communications data** includes your preferences in receiving marketing and communications from us.

We do not collect any **special categories of personal data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract that we have with you or an organisation that you work for or represent, and you fail to provide that data when requested, we may not be able to perform the contract we have with you or the organisation that you work for or represent and in this case we may have to cancel a service we provide to you or the organisation that you work for or represent. However we will notify you or the organisation that you work for or represent if this is the case at the time.

3. How Is Your Personal Data Collected?

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

- **Direct interactions.** You may give us your identity data and contact data by, submitting your CV, or by corresponding with us via email, phone, post, automated technology or otherwise.
- **Third parties or publicly available sources.** We may receive personal data about you from third parties such as (i) identity and contact data from sources such as Companies House or independent due diligence providers; (ii) third parties that you have instructed to provide us with that data such as your legal or other advisers; or (iii) entities that hold your personal data and provide it to us to allow us to fulfil our contractual duties to our counterparties.

4. How We Use Your Personal Data

We only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances.

- Where we need to perform the contract we are about to enter into or have entered into either (i) with you or an organisation that you work for or represent; or (ii) that concerns you or an organisation that you work for or represent; or (iii) with an organisation that has engaged us to undertake work that involves your personal data.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation such as undertaking know your client and anti-money laundering checks.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email or post. You have the right to withdraw consent to marketing at any time by [contacting us](#).

Purposes for which we will use your personal data

We have set out below a description of all the ways that we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you or an entity that you work for or represent, as a new client	(i) identity (ii) contact	(i) performance of a contract with you or any entity that you work for or represent (ii) legal obligation to meet know your client and anti-money laundering requirements
To enable us to enter into a commercial arrangement with an entity that lawfully holds your data and requires us to process it	(i) identity (ii) contact	(i) performance of a contract with you or any entity that you work for or represent (ii) necessary for our legitimate interests (to develop our services and to grow our business)
To assess your suitability for a role you have applied for and to help us develop and improve our recruitment processes	(i) identity (ii) contact	(i) necessary to perform a contract or to take steps at your request before entering a contract
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(i) identity (ii) contact	(i) necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, litigation management, conducting internal audits and investigations and in the context of a business reorganisation or group restructuring exercise) (ii) necessary to comply with a legal obligation

Purpose/activity	Type of data	Lawful basis for processing including basis of legitimate interest
To manage our relationship with you, including making suggestions and recommendations to you about services that may be of interest to you, asking you to leave a review or take a survey	(i) identity (ii) contract (iii) marketing/communications (iv) profile	(i) necessary for our legitimate interests (to develop our services and to grow our business) (ii) performance of a contract with you or any entity that you work for or represent
To view and record individuals entering our office	(i) identity	(i) necessary for our legitimate interests (for example to prevent crime and protect our office and assets, for the personal safety of staff and visitors)
Compiling statistical data on the use of our website in order to enable us to evaluate and improve our site.	(i) identity (ii) contact	(i) necessary for our legitimate interests

Legitimate interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted by law). You can obtain further information about how we assess our legitimate interest against any potential impact on you in respect of specific activities by [contacting us](#).

Performance of a contract means processing your data where it is necessary for the performance of a contract to which you or an organisation that you are employed by or represent, are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Marketing

We aim to provide you with choices regarding certain personal data uses, particularly around marketing. You can ask us to stop sending you marketing messages at any time by [contacting us](#). Where you opt out of receiving marketing messages, this will not apply to personal data provided to us as a result of you or an entity that you work for or represent having entered into a contract with us, or where it is necessary to comply with a legal obligation.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

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

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Disclosures of Your Personal Data

We may have to share your personal data with the parties set out below for the purposes set out in the table above:

- Silver Birch Finance affiliates.
- Specific third parties such as lawyers, administrators, financial institutions, investors, advisors and risk management firms who need to undertake (or help us to undertake) know your client and anti-money laundering checks on you.
- Third parties to whom we may choose to sell, transfer, grant any participation or other interest in, or merge parts of our business or our assets, in each case, in whole or in part. 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 notice.

We may also disclose your information to third parties: (i) in connection with a merger, acquisition, change of control, joint venture or other business combination involving Silver Birch Finance on the basis of our legitimate interests; (ii) where you have given your consent or where we are requested or required to do so by law or applicable regulation; (iii) to comply with a request from a regulator or for the purposes of any legal or investigatory process involving us; or (iv) where it is necessary for the purpose of, or in connection with legal proceedings, in order to exercise or defend legal rights.



Information collected through third-party plug-ins and widgets on the website (such as information relating to your use of a social media sharing tool) is collected directly by the providers of the plug-ins and widgets. This information is subject to the privacy policies of the providers of the plug-ins and widgets, and we are not responsible for those providers' information practices.

6. International Transfers

To the extent your personal information is transferred to countries outside of the EEA, such transfers will only be made in accordance with applicable data privacy laws.

7. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions or to meet a legal obligation.

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

8. Data Retention

We will retain your personal data for no longer than reasonably necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. We will not keep more information than we need for those purposes. For further information about how long we will keep your personal data, please contact us.

In some circumstances you can ask us to delete your data: see "request erasure" below for further information.

9. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data including in relation to:

- requesting access to your personal data
- requesting correction of your personal data
- requesting erasure of your personal data
- objecting to the processing of your personal data
- requesting restriction of processing of your personal data
- requesting the transfer of your personal data
- withdrawing your consent

You have the right to:

- **Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise, or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.



- **Request the transfer** of your personal data to you or to a third party. We will provide to you, of a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to find out more about the rights set out above please see below, or you wish to exercise any of the rights set out above please [contact us](#).

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