

PRIVACY POLICY



SVS Securities PLC is registered with the Information's Commissioner's Office as a Data Controller, for the processing of Personal Data under the Data Protection Act 1998

HOW WE USE YOUR PERSONAL DATA

This Privacy Policy is to let you know how SVS Securities and any connected parties promise to look after your personal information. This Privacy Policy also tells you about your privacy rights and how the law protects you.

Our Privacy Promise

SVS promise you:

- To keep your data protected and private
- Not to sell your data to any third parties
- To give you control on managing and reviewing your marketing choices at any time

PERSONAL INFORMATION AND THE LAW

Who we are

SVS Securities Plc is the legal name of the company who holds your personal information, known as the 'legal entity'.

How the law protects you

As well as our Privacy Policy, your personal data is protected by law.

Data Protection law states that SVS Securities Plc can use personal information when we have a proper reason to do so. These reasons are listed below:

- To fulfil any contract that we have with you
- For any legal duty that SVS Securities Plc has
- When it is in our legitimate interest, or
- When you have provided SVS Securities Plc consent

SVS Securities may use your personal information for business or commercial reasons, otherwise known as legitimate interest. As a business we will only rely on legitimate interest when it is necessary, even when we do we will let you know what it is. However, we will make sure that it is not unfair against your own interests.

Sensitive personal data is referred to in law and other regulations as special data. This information includes; racial or ethnic origin, sexual orientation, political opinions, trade union membership, genetic data, health data, sexual orientation and criminal records. SVS will not collect this data from you unless you provide explicit consent or the law allows us to. SVS will only collect this data under law if it relates to:

- For reasons that are of substantial public interest, or
- To establish, exercise or defend legal claims

Where we collect personal data from

We may collect data about you or your business from the following sources:

- Your application form when you apply for one of SVS' products or services
- Use of our website, mobile device apps, web chat or contact requests forms
- When you speak with us over the phone, included recorded calls or notes which are made

How long we keep your personal information

SVS securities will retain your personal information for as long as you are a customer. Once you have stopped being a customer we may keep your data for up to 10 years from that point. The reasons that SVS may keep your data are:

- To follow all rules that apply to SVS for keeping records
- To respond to a question or complaint raised, or to show whether you were given fair treatment by SVS

There may be some instances in which SVS will have to keep your data for longer than 10 years. This may be a result of being unable to delete it for legal, regulatory or technical reasons.

SVS will only use this retained data for the purposes outline above and will ensure that your personal information is protected.

If you choose not to give personal information

SVS may need to collect personal information by law, to enter into or fulfil a contract which we have with you. You can choose not to give us your personal information, however this will have the following effects:

- SVS may be prevented from fulfilling our contract with you or there may be delays in us fulfilling this contract
- There may be delays or prevention in SVS being able to do what is necessary by law
- It may result in SVS not being able to run your accounts or SVS may need to cancel any products or services you have

Cookies

When you visit the SVS Securities Plc website, 'cookies' will be stored on your PC, tablet or mobile phone hard drive by your browser. These 'cookies' allow us to store your details and provide features to enhance and improve your visits to the website. We use cookies on our website to ensure that when you log into your account that you are the account holder and to ensure your account safety. Most browsers allow the cookie function to be turned off, if you would like to know how to do this please see the help menu on your browser.

As we are defined as a 'transactional site' under the EU Privacy & Electronic Communications Directive, we will be unable to offer you online account services if you remove the cookies from your device, as you will be unable to use the sit securely.

You can read our Cookie Policy in full [here](#)

THE CONTROL YOU HAVE

Your rights

This section outlines your rights under law and regulation when it comes to your personal information.

The right to be informed – SVS have an obligation to provide ‘fair processing information’ typically through a privacy notice.

The right of access – customers are entitled to access copies of their personal information held by SVS. Please see section titled *How to get a copy of your personal information*, for further details.

The right to erasure – this allows you to delete, remove or stop using your personal information if there is no reason or need for us to keep it.

The right to ratification – all individuals have the right to have their data rectified if it is incorrect or incomplete. Please see section *How to let us know if your personal information is correct*, for further details.

The right to restrict processing – you are able to restrict the use of your data, this means that VS can only use it for certain things such as legal claims or to exercise legal rights.

The right to data portability – you can obtain and reuse your personal data for your own purposes.

The right to object – you can object to us keeping or using your personal information.

If you wish to object to how we use your data, or delete the data we have or restrict how we use it please contact us at customerservice@svssecurities.com or call us on 02037000100 – lines are open Monday – Friday 8am to 6pm. Please note that all our calls are recorded and may be monitored.

How to complain

This section gives you information on how to contact us to make a complaint about data privacy. It also explains how you can get in touch with the relevant government regulator.

If you are unhappy with how we have used your personal information, please let us know. You can contact us at compliance@svssecurities.com or call us on 02037000100 – lines are open Monday – Friday 8am to 6pm. Please note that all our calls are recorded and may be monitored.

As a customer you also have the right to complain to the regulator, and if you are not happy with your outcome of an complaint regarding private information you can lodge an appeal. The **Information Commissioner’s Office** is the regulatory body in the UK, you can find out on their website how to report a concern.

How to withdraw your consent

You can withdraw your consent if you no longer want us to hold or use your personal information at any time. Please contact customerservice@svssecurities.com if you want to do so.

By withdrawing consent this will only affect the information we use on the basis of consent. Please see further information about restricting the use of the information under ‘Your Rights’.

Please note that by withdrawing your consent, we will not be able to tell you about our products, services or various offers that may benefit you. We will of course, continue to inform you of any important changes to the terms under which your account is operated.

How to let us know if your personal information is correct

Please let us know if you believe that the information which we have on record for you is incorrect, incomplete or out of date.

As an SVS customer it is your right to question any of the information which we have about you and that you think is incorrect.

If you want to do this please contact us on customerservice@svssecurities.com or call us on 02037000100 – lines are open Monday – Friday 8am to 6pm. Please note that all our calls are recorded and may be monitored.

How to get a copy of your personal information

You are entitled, to a copy of all information and details we hold about you with no cost. If you wish to request all personal information you can do so by writing to us at:

SVS Securities Plc
20 Ropemaker Street
London
EC2Y 9AR

Now under regulation you have the right to get a copy of personal information as a digital file, so you can keep it for your own personal use or provide it to another organisation if you choose to. If you want to do this, please contact us on customerservice@svssecurities.com or call us on 02037000100 – lines are open Monday – Friday 8am to 6pm. Please note that all our calls are recorded and may be monitored.

HOW PERSONAL INFORMATION IS USED

Who we share your personal information with

We may share your personal information with outside organisations such as authorities, third parties which allow us to provide our products and services. This is so we can run our business and obey the rules that apply to us.

The list of authorities which may supply your personal information to are:

- Central and local Government
- UK Financial Services and Compensation Scheme
- Law enforcement and fraud prevention agencies
- Financial Conduct Authority

Financial services which are outside companies we may work with to provide services to you and to run our business:

- Agents, suppliers, sub-contractors and advisors – these are type of firms that we use to help us run accounts, policies and services
- Credit Reference agencies – these are companies such as Callcredit which we use to run anti-money laundering checks on when opening accounts.
- Other financial services companies - to help prevent, detect and prosecute unlawful acts and fraudulent behaviour

- Independent Financial Advisors – this could be someone who advises you on things like pensions or life assurance. We will not share any personal information unless they have your consent to ask us for it.

Sending data outside the EEA

SVS may only send your data outside of the European Economic Area (EEA) to:

- Follow your instructions
- Comply with a legal duty
- Work with our suppliers who help us run your accounts and services

If we do transfer your personal information outside the EE to our suppliers, we will make sure that it is protected to the same extent as in the EEA. We'll use one of these safeguards:

- Transfer it to a non-EEA country with privacy laws that give the same protection as the EEA. Learn more on the European Commission Justice website.
- Put in place a contract with the recipient that means they must protect it to the same standards as the EEA. Read more about this here on the European Commission Justice website,
- Transfer it to organisations that are part of Privacy Shield. This is a framework that sets privacy standards for data sent between the US and EU countries. It makes sure those standards are similar to what is used within the EEA. You can find out more about data protection on the European Commission Justice website.