

# Privacy policy

## Small Firms Services Ltd

### also trading as The Apostille Service

#### 1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors and service users.
- 1.2 This policy applies where we are acting as a data controller with respect to the personal data of our website visitors and service users.
- 1.3 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.
- 1.4 In this policy, "we", "us" and "our" refer to *Small Firms Services Ltd trading as The Apostille Service*. For more information about us, see Section 12.

#### 2. How we use your personal data

- 2.1 In this Section 2 we have set out:
  - (a) the general categories of personal data that we may process;
  - (b) in the case of personal data that we did not obtain directly from you, the source and specific categories of that data;
  - (c) the purposes for which we may process personal data; and
  - (d) the legal bases of the processing.
- 2.2 We may process data about your use of our website ("**usage data**"). The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your usage. This usage data may be processed for the purposes of analysing the use of the website. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.
- 2.3 We may process your account data ("**account data**"). The account data may include your name and email address. The source of the account data is you. If you are supplying data on behalf of another person, such as for a business partner a family member or as an accountant acting on behalf of a client you must have consent from that person. The account data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is our legitimate interests, namely the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract to incorporate a business or purchase a service or product from us.

- 2.4 We may process your personal data that is provided in the course of the use of our services ("**service data**"). The service data may include names, addresses, dates of birth, nationality and other information required to fulfil the service requested or would otherwise make it impossible to provide the service. The source of the account data is you. If you are supplying data on behalf of another person, such as for a business partner a family member or as an accountant acting on behalf of a client you must have consent from that person. The service data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is our legitimate interests, namely the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract to incorporate a business or purchase a service or product from us.
- 2.5 We may process information contained in any enquiry you submit to us regarding goods and/or services ("**enquiry data**"). The enquiry data may be processed for the purposes of offering, marketing and selling relevant goods and/or services to you. The legal basis for this processing is your request for information or services through your enquiry.
- 2.6 We may process information relating to transactions, including purchases of goods and services that you enter into with us and/or through our website ("**transaction data**"). The transaction data may include your contact details, your card details and the transaction details. The transaction data may be processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. The legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract and our legitimate interests, namely the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract to incorporate a business or purchase a service or product from us.
- 2.7 We may process information that you provide to us for the purpose of subscribing to our email and SMS notifications ("**notification data**"). The notification data may be processed for the purposes of sending you the relevant notifications about service status and contract updates or changes. The legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract or to amend or renew a contract when it comes to an end.
- 2.8 We may process information that you provide to us for the purpose of subscribing to our email newsletters ("**newsletter data**"). The newsletter data may be processed for the purposes of sending you the relevant newsletters. The legal basis for this processing for newsletters is consent.
- 2.9 We may process information contained in or relating to any communication that you send to us ("**correspondence data**"). The correspondence data may include the communication content and metadata associated with the communication. Our website may generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests,

namely the proper administration of our website and business and communications with users.

- 2.10 We may process any of your personal identity data in this policy for the purposes of identifying you as a user of our services ("**identity data**"). Where necessary for the purposes of complying with Money Laundering Regulations we will request and store data that proves your identity to us. The legal basis for this processing is our legitimate interests, namely complying with Money Laundering Regulations.
- 2.11 We may process any of your personal data in this policy for the purposes of verification of documents for you as a user of our services ("**verification data**"). Where necessary for the purposes of verification of a document with the issuing authority we may request and store data that verifies the document to us. The legal basis for this processing is our legitimate interests, namely the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract to verify the legitimacy of a document and/or to legalise that document.
- 2.12 We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- 2.13 We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.
- 2.14 In addition to the specific purposes for which we may process your personal data set out in this Section 2, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.
- 2.15 Please do not supply any other person's personal data to us without their consent.

### **3. Providing your personal data to others**

- 3.1 We may disclose your personal data to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes, and on the legal bases, set out in this policy.
- 3.2 We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- 3.3 We may disclose *personal data* to our suppliers or subcontractors.

(a) For the purposes of incorporating a business with our service we will pass your transaction data and service data to Companies House - [www.gov.uk/government/organisations/companies-house](http://www.gov.uk/government/organisations/companies-house). This will not include any card payment details.

(b) For the purpose of providing a referral to another third party service we will pass your transaction data to that service. This will not include any card payment details. As we offer many different referrals please contact us for the contact details of a specific referral or to find out which referrals were requested by you.

(c) For the purposes of providing goods or services supplied by another third party supplier we will pass your transaction data to that supplier. This will not include any card payment details. As we offer many different goods and services please contact us for the contact details of a specific third party supplier or to find out which third party supplied goods or services requested by you.

3.4 We may disclose *personal data* and documents you have supplied to us to:

(a) third party verification services such as credit reference agencies or identity checking services or qualification verification services. This only applies if we need to verify your identity or are providing a document legalisation service to you.

(b) the person or organisation that issued the document to you. This only applies if we need to verify your identity or are providing a document legalisation service to you.

(c) embassies or chambers of commerce or third parties processing documents with embassies on our behalf. This only applies if we are providing a document legalisation service to you.

(d) the Police, Trading Standards, HM Revenue and Customs and other official organisations that have the authority to access our records and are able to prove their identity to us.

3.5 Financial transactions relating to our website and services may be handled by our payment services providers, *SagePay and First Data Merchant Services*. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices at [www.sagepay.co.uk](http://www.sagepay.co.uk) and [www.firstdata.com](http://www.firstdata.com).

3.6 We may disclose your data detailed in Section 2 to one or more of those selected third party suppliers of goods and services identified on our website for the purpose of enabling them to contact you so that they can offer, market and sell to you relevant goods and/or services. Each such third party will act as a data controller in relation to the enquiry data that we supply to it; and upon contacting you, each such third party will make available to you a copy of its own privacy policy, which will govern that third party's use of your personal data.

3.7 In addition to the specific disclosures of personal data set out in this Section 3, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

#### **4. International transfers of your personal data**

4.1 You acknowledge that personal data that you submit for publication through our website or services may be available, via the internet, around the world. We cannot prevent the use (or misuse) of such published personal data by others.

#### **5. Retaining and deleting personal data**

5.1 This Section 5 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

5.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

5.3 We will retain your personal data for a minimum period of:

(a) six years from the end of the last company financial year your last payment was received for your contract to incorporate a business or purchase a service or product from us, or

(b) five years from the date a business relationship ends if we supply a service that forms a business relationship under Money Laundering Regulations if that period is longer than the minimum period stated in (a).

5.4 In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on UK government guidance and legislation.

5.5 Notwithstanding the other provisions of this Section 5, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

#### **6. Amendments**

6.1 We may update this policy from time to time by publishing a new version on our website.

6.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

6.3 We may notify you of changes to this policy by email or through private message on our website.

#### **7. Your rights**

- 7.1 In this Section 7, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.
- 7.2 Your principal rights under data protection law are:
- (a) the right to access;
  - (b) the right to rectification;
  - (c) the right to erasure;
  - (d) the right to restrict processing;
  - (e) the right to object to processing;
  - (f) the right to data portability;
  - (g) the right to complain to a supervisory authority; and
  - (h) the right to withdraw consent.
- 7.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.
- 7.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.
- 7.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.
- 7.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection.

Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

- 7.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.
- 7.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.
- 7.9 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.
- 7.10 To the extent that the legal basis for our processing of your personal data is:
- (a) consent; or
  - (b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract,
- and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.
- 7.11 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.
- 7.12 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.
- 7.13 You may exercise any of your rights in relation to your personal data by written notice to us OR by email, in addition to the other methods specified in this Section 7.

## **8. About cookies**

- 8.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 8.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
- 8.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

## **9. Cookies that we use**

- 9.1 We may use cookies for the following purposes:
  - (a) authentication - we may use cookies to identify you when you visit our website and as you navigate our website;
  - (b) status - we may use cookies to help us to determine if you are logged into our website;
  - (c) personalisation - we may use cookies to store information about your preferences and to personalise the website for you
  - (d) security - we may use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally;
  - (e) advertising – we may use cookies to help us to display advertisements that will be relevant to you;
  - (f) analysis - we may use cookies to help us to analyse the use and performance of our website and services; and
  - (g) cookie consent - we may use cookies to store your preferences in relation to the use of cookies more generally.

## **10. Cookies used by our service providers**

- 10.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.
- 10.2 We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at:  
<https://www.google.com/policies/privacy/>

## **11. Managing cookies**

11.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

11.2 Blocking all cookies will have a negative impact upon the usability of many websites.

11.3 If you block cookies, you may not be able to use all the features on our website.

## **12. Our details**

12.1 This website is owned and operated by *Small Firms Services Ltd*.

12.2 Small Firms Services Ltd also trades under the names SFS, Simple Formations and The Apostille Service.

12.3 We are registered in England and Wales under registration number 3658573, and our registered office is at The Apex, 2 Sheriffs Orchard, Coventry, CV1 3PP, United Kingdom.

12.3 Our principal place of business is at The Apex, 2 Sheriffs Orchard, Coventry, CV1 3PP, United Kingdom.

12.4 You can contact us:

- (a) by post, to the postal address given above;
- (b) by telephone, on the contact number published on our website; or
- (d) by email, using the email address published on our website.

## **13. Data protection officer**

13.1 Our data protection officer can be contacted by addressing any correspondence to the '*Data Protection Officer*' using the contact details in *Section 12*.