



## BUSINESS CONTACTS

We process certain personal data about individuals who are not our clients, but with whom we would like to develop our business relationship.

### What do we collect?

Types of data	Source
<b>Identity Data</b> First name, last name, title, date of birth, gender, company name (if applicable), your username and password (if you use HFW Extra, the HFW Claims Portal or other HFW IT services).	The organisation for which you work. Directly from you. Other professional advisors. Providers of marketing lists. Other parties involved in a client matter.
<b>Contact Information</b> Home and work addresses as appropriate, telephone and fax numbers, email addresses and any other appropriate contact details in the circumstances in question.	The organisation for which you work. Directly from you. Other professional advisors. Providers of marketing lists. Other parties involved in a client matter. Public sources, such as information available from searching the internet or on business networking sites.
<b>Employment Information</b> Organisation name, position/title, employment history, professional specialism, qualifications.	The organisation for which you work. Directly from you. Other professional advisors. Other parties involved in a client matter. Public sources, such as information available from searching the internet or on business networking sites.
<b>Service Data</b> Details about services and products you have requested (value added services rather than legal services) or we have provided to you or your organisation.	Directly from you. The organisation for which you work.
<b>Marketing and Communications Data</b> Preferences on receiving marketing from us and communication preferences.	Directly from you.
<b>Interests and Engagement with the firm</b> Professional and personal interests, requests made in the past, interaction and engagement with the	Directly from you. The organisation for which you work. Public sources, such as information available from

firm eg. attendance at events.	searching the internet or on business networking sites. Parties involved in one of our client matters.
<b>Other Information</b> We may from time to time receive other information from or about you, for example if you are due to join us at a sporting event but cannot because of an injury, or if you give us your dietary preferences for catering purposes. Some of this may be 'special category data', for example if it indicates your health or religion.	Directly from you. The organisation for which you work.

### How do we use your personal data and on what lawful bases?

We do not process 'special category' data as a matter of course, but where your data may involve special category data we have included our lawful grounds for processing it.

Purpose	Type of data	Lawful basis for processing	Who we share it with
To provide you with value added services such as legal updates and relevant events.	(a) Identity. (b) Contact. (c) Interests and Engagement. (d) Marketing and Communications (e) Other.	Necessary for our legitimate interest to develop business relationships in order for HFW to conduct a business which provides legal services.  Necessary for our legitimate interest to provide value added services to clients and business contacts.  Where we use emails for such communications and you are an individual for the purposes of the ePrivacy rules, we first obtain your consent.  <b>Special category data:</b> Your explicit consent.	The organisation for which you work.  Events service providers (for example catering and security staff, and premises providers if the event is off-site).  Events partners (usually other law firms or professional service providers).
To make suggestions and recommendations to you about services (or goods) that may be of interest to you.	(a) Identity. (b) Contact. (c) Interests and Engagement. (d) Marketing and Communications. (e) Other.	Necessary for our legitimate interests to develop the business of HFW and provide value added services to clients and business contacts.  Where we use emails for such communications and you are an individual for the purposes of the ePrivacy rules, we obtain your consent.	The organisation for which you work.

To develop our business profile and analyse our business trends and profiles.	(a) Contact. (b) Interests and Engagement. (c) Marketing and Communications. (d) Other.	Necessary for our legitimate interest to develop our business which provides legal services.	
To update our records, including to keep personal data up to date.	(a) Identity. (b) Contact. (c) Employment. (d) Marketing and Communications. (e) Interests and Engagement. (f) Financial. (g) Service. (h) Other.	Necessary for our legitimate interests to conduct a business which provides legal advice to our clients and to handle cases on behalf of our clients or on our own behalf.	Our professional advisors.
To respond to any complaints.	(a) Contact. (b) Interests and Engagement. (c) Other.	Necessary for our legitimate interests:  (a) to improve our services and business development practices;  (b) to develop business relationships in order for HFW to conduct a business which provides legal services.	The organisation for which you work.  UK regulatory and law enforcement bodies, where required of us under UK law or regulation (for example to the Solicitors Regulation Authority).
To enable us to operate effective office facilities, including ensuring adequate security measures are in place.	(a) Identity. (b) Contact. (c) Employment. (d) Other.	Necessary for our legitimate interests to conduct a legal business by ensuring that our offices have effective administrative and security facilities in place.	Service providers employed in connection with office facilities, including security providers and postal service providers.

## Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Usage, Profile, Marketing and Communications and Service Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which services, products (if applicable), and communications may be relevant to you.

You may receive marketing communications from us (usually legal update bulletins or event invitations) if you have requested information from us, previously instructed us, expressed an interest in a particular topic,

if we have been provided with your contact details by third party providers of contact lists, or if you know one of our partners or staff and, in each case, if you have not opted out of receiving that marketing.

### **Third-party marketing: joint events**

From time to time we run events with third parties. The event invitations will always make it clear who these partners are before you accept or reject an invitation.

We may share your name, job title and the organisation for which you work with such event partners in order to coordinate the guest list and facilitate event administration.

We may also receive names, job titles, organisations and email addresses from such third parties in order to be able to send invitations for such joint events and facilitate event administration.

If you attend one of our events we may send you invitations for future events, contact you about relevant services we offer, and/or send you bulletins and updates about issues which we think you might find relevant and interesting.

### **Opting out**

You can ask us to stop sending you marketing messages at any time by contacting us at [privacy@hfw.com](mailto:privacy@hfw.com) or by using the 'unsubscribe' links in the emails which we send you. Where you opt out of receiving these marketing messages, this will not affect our communications with you in the course of providing our services.