



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?

We may collect the following kinds of information about you where relevant.

Types of data	Source
Identity 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.
Contact 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.
Employment 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.
Service history 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.
Marketing and communications Preferences on receiving marketing from us and communication preferences.	Directly from you.

<p>Interests and engagement with the firm</p> <p>Professional and personal interests, requests made in the past, interaction and engagement with the firm eg. attendance at events.</p>	<p>Directly from you.</p> <p>The organisation for which you work.</p> <p>Public sources, such as information available from searching the internet or on business networking sites.</p> <p>Parties involved in one of our client matters.</p>
<p>Other</p> <p>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 personal data', for example if it indicates your health or religion.</p>	<p>Directly from you.</p> <p>The organisation for which you work.</p>

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

	(e) Other.	you are an individual for the purposes of the ePrivacy rules, we obtain your consent.	
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, to process for audit and insurance purposes, and to administer claims on our own behalf.	(a) Identity. (b) Contact. (c) Employment. (d) Marketing and communications. (e) Interests and engagement. (f) Financial. (g) Service history. (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. Special category personal data/criminal records data: (a) Necessary for the purpose of or in connection with legal proceedings, legal advice. (b) Establishing/exercising or defending legal claims. (c) Necessary for the substantial public interest of exercising a right or complying with an obligation arising in connection with an insurance contract.	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, Employment, Service history, Marketing and communications and Interests and engagement 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. You might also receive event invitations from us if: (a) your business email address is publicly available; (b) an event is relevant to your organisation; and (c) we think that you are likely to have a genuine interest to attend.

Third-party marketing: joint events

From time to time we run events with organisations that we know. The event invitations will always make it clear who these event 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 accept an invitation to 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.

We will also share your Contact data with our event partner so that the event partner can communicate with you after the event with information on how it can help you further. The name of the event partner(s) will be clear on the event invitation before you accept it. Our lawful basis for sharing your email address is that this is necessary for our legitimate interest to work with partners to promote our business and to provide you with added value services. You can opt out of receiving marketing communications from our event partners at any time by responding to the event partner directly or by emailing us at privacy@hfw.com with your preferences when you accept our invitation.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us at 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.

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