

Larkfields Ltd customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

Contact details

Email: info@larkfields.com

What information we collect, use, and why

We collect or use the following information to provide and improve products and services for clients:

- Names and contact details
- Occupation
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Audio recordings (eg calls)
- Records of meetings and decisions

We collect or use the following personal information for the operation of client or customer accounts:

- Names and contact details
- Occupation
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Audio recordings (eg calls)
- Records of meetings and decisions

We collect or use the following personal information for information updates or marketing purposes:

- Names and contact details
- Occupation

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. You can read more about this right here.

- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. You can read more about this right [here](#).
- Your right to erasure - You have the right to ask us to delete your personal information. You can read more about this right [here](#).
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. You can read more about this right [here](#).
- Your right to object to processing - You have the right to object to the processing of your personal data. You can read more about this right [here](#).
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. You can read more about this right [here](#).
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. You can read more about this right [here](#).

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide and improve products and services for clients are:

Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: We process the data to enable and maintain business relationships and the transaction of services. This mutually benefits both Larkfields Ltd, as well as our suppliers, current and potential clients, and business partners. The processing of basic information is necessary for Larkfields Ltd to maintain an overview of suppliers, current and potential clients, and business partners.

The nature of the data collected will not be special category data, criminal offence data, or likely to be considered particularly private. All data will be relating to people in their professional, rather than in their personal capacity. No children’s data will be processed. Individuals will usually have a prior or existing relationship with Larkfields Ltd or its Director, primarily through professional interactions.

Individuals are unlikely to consider the use of their personal data by Larkfields for business-related purposes to be unreasonable. The possible impact of the processing of client, supplier or partner data by Larkfields Ltd is likely to be of mutual benefit. The likelihood and severity of any potential negative impact are low. Storage safeguards include data storage on secure cloud data servers and password-secured devices.

Our lawful bases for collecting or using personal information for the operation of client or customer accounts are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your

data protection rights may apply, except the right to portability. Our legitimate interests are as listed above.

Our lawful bases for collecting or using personal information for information updates or marketing purposes are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are as listed above.

Where we get personal information from

- Directly from you
- Publicly available sources
- Previous employment
- Suppliers and service providers

How long we keep information

We will retain your data as long as required to support the Legitimate Interests listed above, and for as long as required to meet our legal obligations. We review the data we hold periodically.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we’ve used your data after raising a complaint with us, you can also complain to the ICO.

The ICO’s address:

Information Commissioner’s Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

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