

VIA LEGALIS

PERSONAL LEGAL CONSULTANCY

PRIVACY POLICY

VIA LEGALIS (“VL”) is a recognised sole legal practice authorised and regulated by the Solicitors Regulation Authority under number 656282. The personal data that VL processes to provide its consultancy services relates to its clients and other relevant individuals.

VL is committed to protecting your personal data. This privacy policy (the “**Policy**”) will inform you on how VL uses and protects your personal data when you contract with VL and your rights in relation to VL’s use of your data.

Please also see the Defined Terms section of the Policy in order to understand the meaning of some of the terms used in this Policy.

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1 DEFINED TERMS

1.1. LAWFUL BASIS

- 1.1.1. **“Legitimate Interest”** means the interest of VL’s business in conducting and managing VL’s business to enable it to give you the best advice and service and the best and most secure experience. VL will make sure it considers and balances any potential impact on you (both positive and negative) and your rights before VL processes your personal data for its legitimate interests. VL does not use your personal data for activities where VL’s interests are overridden by the impact on you and your rights (unless VL has your consent or are otherwise required or permitted to by law).
- 1.1.2. **“Performance of Contract”** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- 1.1.3. **“Compliance with a legal or regulatory obligation”** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that VL is subject to, including transferring your personal data to a government or regulatory body.

1.2. THIRD PARTIES

- 1.2.1. Any service provider acting as processors who provide IT and/or IT support services, practice administration and management services, virtual assistance services and any other form of practice management, administration or support services.
- 1.2.2. Professional advisers acting as processors or joint controllers including other lawyers, bankers, experts, auditors and insurers who provide consultancy, legal, expert witness, insurance services, accounting services.
- 1.2.3. HM Revenue & Customs, regulators and other authorities based in the United Kingdom, who require reporting of processing activities in certain circumstances.

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2. IMPORTANT INFORMATION

Purpose of this Policy

- 2.1. This Policy aims to give you information on how VL collects and processes your personal data in its dealings with you.
- 2.2. VL does not knowingly collect data relating to children otherwise than from an authorised parent or guardian.
- 2.3. It is important that you read this Policy so that you are fully aware of how and why VL is using your data.

Controller

- 2.4. VL is the controller and is responsible for your personal data.
- 2.5. VL will be responsible for overseeing questions in relation to this Policy. If you have any questions about this Policy, including any requests to exercise your legal rights, please contact VL using the details set out below.

Contact details

- 2.6. Full legal name: Via Legalis
- 2.7. Name of Data Protection Manager: Lev Klyuvgant
- 2.8. Email address: admin@vialegalis.co.uk
- 2.9. Postal address: 18 Fitzhardinge Street, London, W1H 6EQ

Complaints

- 2.10. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).
- 2.11. However, it may be more productive and efficient if before approaching the ICO, you contact VL with a view to resolving your concerns. You can view VL's general complaints procedure on request.

Informing of changes

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2.12. VL keeps the Policy under regular review. This version was last updated in and is effective as of May 2019.

2.13. It is important that the personal data VL holds about you is accurate and current. Please keep VL informed if your personal data changes during our working relationship.

Third-party links

2.14. The VL website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you.

2.15. VL does not control these third-party websites and is not responsible for their privacy statements. When you leave the VL website, VL encourages you to stay aware of the privacy policy of every website that you visit.

3. YOUR DATA

3.1. Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

3.2. VL may collect, use, store and transfer different kinds of personal data about you which VL has grouped together as follows:

3.2.1. **Identity Data:** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

3.2.2. **Client Matter Data:** includes details about the matters on which VL is advising you including payments to and from you and other details of the services that VL is providing to you.

3.2.3. **Contact Data:** includes billing address, delivery address, email address and telephone numbers.

3.2.4. **Financial Data:** includes bank account and payment card details.

3.2.5. **Marketing and Communications Data:** includes your preferences in receiving marketing from VL and your communication preferences.

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- 3.2.6. **Profile Data:** includes your user name and any password, your interests, preferences, feedback and survey responses.
- 3.2.7. **Technical Data:** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating systems and platform and other technology on the devices you use to access VL's website.
- 3.2.8. **Usage Data:** includes information about how you use VL's website and services.
- 3.3. VL also collects, uses and shares **Aggregated Data**, such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, VL may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if VL combines or connects Aggregated Data with your personal data so that it can directly or indirectly identify you, VL treats the combined data as personal data which will be used in accordance with this Policy.
- 3.4. VL may need to collect special categories of personal data about you. This includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data.
- 3.5. Very occasionally, VL may need to collect information about criminal convictions and offences. Should VL need to obtain, record or use such data, then VL will do so on the basis that it is necessary for the purposes of establishing, exercising or defending a legal claim. VL may, in certain circumstances, require the explicit consent of the data subject. Should such a need arise, VL will contact you. In such cases, VL will apply enhanced security measures to ensure that the privacy of the data is maintained and will only process it in accordance with the purposes as set out in paragraph 5 below.

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Failure to provide personal data

3.6. Where VL needs to collect and process personal data by law, or under the terms of a contract VL has with you and you fail to provide that data when requested, VL may not be able to perform the contract VL has or is trying to enter into with you (for example, to provide you with VL's services). In this case, VL may have to cease to act for you or cancel a service you have with VL, but VL will notify you if this is the case at the time.

4. COLLECTION OF YOUR PERSONAL DATA

4.1. VL uses different methods to collect data from and about you.

Direct interactions

4.2. You may give VL your Identity, Contact and Financial Data by filling in forms or by corresponding with VL by post, phone, email or other means. This includes personal data you provide when you:

- 4.2.1. become VL's client or start a new matter with VL;
- 4.2.2. submit a contact form;
- 4.2.3. subscribe to VL's publications;
- 4.2.4. request marketing materials to be sent to you;
- 4.2.5. register to attend an event or webinar hosted by VL;
- 4.2.6. interact with us at a conference or event;
- 4.2.7. provide services to us or otherwise engage with us in your capacity as a Third Party; and
- 4.2.8. give VL feedback or complete a survey requested by VL.

Automated technologies or interactions

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4.3. As you interact with VL's website, VL may automatically collect Technical Data about your equipment, browsing actions and patterns. VL collects this personal data by using cookies, and other similar technologies. You can find more details and manage your preferences in relation to VL's use of cookies [here](#).

Third parties or publicly available sources

4.4. VL may receive personal data about you from various third parties and public sources as set out below:

4.4.1. Technical Data from the following parties:

- analytics providers such as Google based inside and outside the European Economic Area (EEA); and
- search information providers based inside or outside the EEA that may be required by VL to fulfil any regulatory or good practice requirements.

4.4.2. Contact, Financial and Client Matter Data from providers of technical, payment and delivery services based inside or outside the EEA;

4.4.3. Identity and Contact Data from public sources such as Companies House, the Electoral Register and private data subscription sources such as paid information databases based inside or outside the EEA, that may be required by VL to fulfil its regulatory or good practice requirements; and

4.4.4. Social networking and media platforms, including LinkedIn, Facebook, Instagram, Twitter.

5. USE OF YOUR PERSONAL DATA

5.1. VL will only use your personal data when the law allows it to. Most commonly, VL will use your personal data in the following circumstances:

5.1.1. Where it needs to provide or in preparation for providing its legal services to you.

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5.1.2. Where it is necessary for its legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

5.1.3. Where it needs to comply with a legal or regulatory obligation.

5.2. Generally, VL does not rely on consent as a legal basis for processing your personal data, other than when VL needs to process special category data (as described in paragraph 3.4 above), or in relation to sending certain marketing communications to you via email in cases where VL is not relying on the basis of legitimate interest.

5.3. You have the right to withdraw consent to marketing at any time by unsubscribing from VL's emails (via the preference centre in the footer) or emailing admin@vialegalis.co.uk. You may also withdraw your consent for VL to process special category data at any time. However, if you choose to do so, the potential consequences are set out in paragraph 10.1.7 below.

Purposes for use

5.4. Below is a description of all the ways VL plans to use your personal data and which legal bases it relies on to do so. VL has also identified its legitimate interests, where applicable.

5.5. Note that VL may process your personal data for more than one lawful ground depending on the specific purpose for which it is using your data.

Purpose/Activity	Data type(s)	Basis for processing
Register as new client	<ul style="list-style-type: none"> • Identity • Contact 	<ul style="list-style-type: none"> ○ Performance of a contract with you and provision of services to you ○ Compliance with legal obligation(s)

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<p>Performance of services:</p> <ul style="list-style-type: none"> • Legal advice and related services • Collection and management of payments, fees and charges • Collection and recovery of money owed to VL 	<ul style="list-style-type: none"> • Identity • Contact • Financial • Transaction • Marketing and Communications 	<ul style="list-style-type: none"> ○ Performance of a contract with you and provision of services to you ○ Necessary for VL’s legitimate interests (e.g. to collect funds due to VL)
<p>Relationship management:</p> <ul style="list-style-type: none"> • Notification of changes to VL’s terms of business, this Policy or any other matter(s) relating to VL’s performance of a contract with you and provision of services to you 	<ul style="list-style-type: none"> • Identity • Contact • Profile • Marketing and Communications 	<ul style="list-style-type: none"> ○ Performance of a contract with you and provision of services to you ○ Compliance with legal obligation(s)
<p>Administration and protection of VL’s business and VL’s website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> • Identity • Contact • Technical 	<ul style="list-style-type: none"> ○ Necessary for VL’s legitimate interests (for running of VL’s business, provision of administration and IT services, network security, to prevent fraud)

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		<ul style="list-style-type: none"> ○ Necessary to comply with a legal obligation(s)
Use of data analytics to improve VL's website, products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> • Technical • Usage 	<ul style="list-style-type: none"> ○ Necessary for VL's legitimate interests (to define types of customers for its products and services, to keep its website updated and relevant, to develop its business and to inform its marketing strategy)
Suggesting and recommending to you advice or services that may be of interest	<ul style="list-style-type: none"> • Identity • Contact • Technical • Usage • Profile • Marketing and Communications 	<ul style="list-style-type: none"> ○ Necessary for VL's legitimate interests (to develop its services and to grow its business)
Enabling you to complete a survey or another form of feedback relating to VL	<ul style="list-style-type: none"> • Identity • Contact • Profile • Usage 	<ul style="list-style-type: none"> ○ Performance of a contract with you and provision of services to you ○ Necessary for VL's legitimate interests

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	<ul style="list-style-type: none"> Marketing and Communications 	(to study how customers use its services, to improve and develop them and grow its business)
<p>Supplier and Third Party relationship management:</p> <ul style="list-style-type: none"> Storing (and updating where necessary) contact details on VL's database so that VL can contact you in relation to its agreements Administering and managing VL's business relationship with suppliers and other Third Parties 	<ul style="list-style-type: none"> Identity Contact 	<ul style="list-style-type: none"> Performance of a contract with you and/or provision of services to you Compliance with legal obligation(s) VL's legitimate interests to administer its business relationships

Opting out

5.6. You can ask VL to stop sending you marketing messages at any time by emailing your request to admin@vialegalis.co.uk

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5.7. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to VL as a result of any client matter that it has undertaken for you or in the course of a service it has provided to you.

Cookies

5.8. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of VL's website may become inaccessible or not function properly.

Change of purpose

5.9. VL will only use your personal data for the purposes for which it collected it, unless it reasonably considers that it needs to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please email your request to admin@vialegalis.co.uk

5.10. If VL needs to use your personal data for an unrelated purpose, it will notify you and VL will explain the legal basis which allows it to do so.

5.11. Please note that VL may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

6. DISCLOSURES OF YOUR PERSONAL DATA

6.1. VL may share your personal data with certain parties. These include:

6.1.1. Third Parties, as set out in paragraph 1.2 above.

6.1.2. Third parties to whom VL may choose to sell, transfer or merge parts of its business or its assets. Alternatively, VL may seek to acquire other businesses or merge with them. If a change happens to VL's business, then the new owners may use your personal data in the same way as set out in this Policy, or as may be amended and notified to you by the new owners at the time.

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6.2. VL aims to require all Third Parties to respect the security of your personal data and to treat it in accordance with the law. VL directs its Third Party service providers not to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with VL's instructions.

7. INTERNATIONAL TRANSFERS

7.1. Some of VL's external Third Parties may be based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.

7.2. Whenever VL transfers your personal data out of the EEA, it will aim to ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

7.2.1. VL will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.

7.2.2. The transfer has been authorised by the relevant data protection authority.

7.2.3. VL has entered into a contract with the organisation with which VL is sharing your information (where possible on terms approved by the European Commission) to ensure your information is adequately protected.

8. DATA SECURITY

8.1. VL has put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, VL limits access to your personal data only to those third parties that have a business need to know. They will only process your personal data on VL's instructions and they are subject to a duty of confidentiality.

8.2. VL has put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where VL is legally required to do so.

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9. DATA RETENTION

Length of data retention

- 9.1. VL will only retain your personal data for as long as necessary to fulfil the purposes it collected it for, including for the purposes of satisfying any legal, accounting, reporting or contractual requirements. VL may retain your personal data for a longer period in the event of a complaint or if VL reasonably believes there is a prospect of litigation in respect to its relationship with you.
- 9.2. In accordance with legal, regulatory and/or best market practice requirements, VL will keep basic information about VL's clients (including Contact, Identity, Financial and Client Matter Data) for at least seven years after they cease being clients.
- 9.3. Otherwise, VL will consider a number of factors to determine the length for which VL retains your data. If you would like any details in relation to this, please email: admin@vialegalis.co.uk
- 9.4. Please also see paragraph 10.1.3 below for the circumstances where you can ask VL to delete your data.
- 9.5. In some cases, VL may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes. In such a case, VL may use this information indefinitely without further notice to you.

10. YOUR LEGAL RIGHTS

- 10.1. Under certain circumstances, you have rights under applicable data protection laws in relation to your personal data. Please see below to find out more about these rights:
 - 10.1.1. **Request access to your personal data** (commonly known as a "*data subject access request*"): this enables you to receive a copy of the personal data VL holds about you and to check that VL is lawfully processing it.
 - 10.1.2. **Request correction of the personal data that VL holds about you**: this enables you to have any incomplete or inaccurate data VL holds about you

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corrected, though VL may need to verify the accuracy of the new data you provide to it.

10.1.3. Request erasure of your personal data: this enables you to ask VL to delete or remove personal data where there is no good reason for VL's continuing to process it. You also have the right to ask VL to delete or remove your personal data where: (a) you have successfully exercised your right to object to processing (see below), (b) VL may have processed your information unlawfully or (c) where VL is required to erase your personal data to comply with local law.

Note, however, that VL may not always be able to comply with your request of erasure for specific legal or regulatory reasons which, if applicable, will be notified to you at the time of your request.

10.1.4. Object to processing of your personal data: this enables you to object to VL's processing of your personal data where VL is relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground, as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where VL is processing your personal data for direct marketing purposes. In some cases, VL may demonstrate that it has compelling legitimate grounds to process your information which override your rights and freedoms.

10.1.5. Request the transfer of your personal data to another party: this enables you to receive the personal data concerning you which you have provided to us, in a structured, commonly used and machine-readable format and to transmit those data to a third party in certain situations.

10.1.6. Request restriction of processing of your personal data: this enables you to ask VL to suspend the processing of your personal data in the following scenarios: (a) if you want VL to establish the data's accuracy, (b) where VL's use of the data is unlawful but you do not want VL to erase it, (c) where you need VL to hold the data even if it no longer requires it, as you need it to

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establish, exercise or defend legal claims or (d) you have objected to VL's use of your data but VL needs to verify whether it has overriding legitimate grounds to use it.

10.1.7. **Withdraw consent at any time:** this enables you to withdraw consent at any time, where VL is relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, VL may not be able to provide certain services to you. VL will advise you if this is the case at the time you withdraw your consent.

10.2. If you wish to exercise any of the rights set out above, please email admin@vialegalis.co.uk

10.3. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, VL may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, VL may refuse to comply with your request in these circumstances.

Information from you

10.4. VL may need to request specific information from you to help it confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

10.5. To speed up VL's response, it may also contact you to ask you for further information in relation to your request.

Response time

10.6. VL will try to respond to all legitimate requests within one month. Occasionally it may take VL longer than a month if your request is particularly complex or you have made a number of requests. In this case, VL will notify you and keep you updated.