

We ask that you read this website privacy policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

This website privacy policy is divided into the following sections:

- Who we are
- Our website
- Our collection and use of your personal information
- Our legal basis for processing your personal information
- Further Information: the personal information we collect, when and how we use it
- Who we share your personal information with
- Cookies and tracking technology
- Marketing
- Your rights
- Keeping your personal information secure
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Who we are

This website is operated by Generis Corporate Finance LLP. Our registered address is Cornerstone, 107 West Regent Street, Glasgow, G2 2BA and our ICO registration number is ZA799187. We assist business leaders by supporting them through periods of growth and development and for more information see our website.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union and the United Kingdom and we are responsible as 'controller' of that personal information for the purposes of those laws.

Our website

This privacy policy relates to your use of our website: generisadvisory.co.uk.

Throughout our website we may link to other websites owned and operated by certain trusted third parties to make additional products and services available to you. These other third party websites may

also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third party websites, please consult their privacy policies as appropriate.

Our collection and use of your personal information

We collect personal information about you when you access our website, contact us, send us feedback, [purchase products or services via our website], [post material to our website] and [complete customer surveys or participate in competitions via our website].

We collect this personal information from you either directly, such as when you contact us or services via our website or indirectly, such as your browsing activity while on our website (see 'Cookies' below).

The personal information we collect about you depends on the particular activities carried out through our website. This information includes your name, address and contact details

- details of any feedback you give us by phone, email, post or via social media
- information about the services we provide to you
- technical information (including IP address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website)

We use this personal information to:

- verify your identity
- provide services to you
- customise our website and its content to your particular preferences
- notify you of any changes to our website or to our services that may affect you
- improve our services

This website is not intended for use by children and we do not knowingly collect or use personal information relating to children.

Our legal basis for processing your personal information

When we use your personal information we are required to have a legal basis for doing so. There are various different legal bases on which we may rely, depending on what personal information we process and why.

The legal bases we may rely on include:

- **consent:** where you have given us clear consent for us to process your personal information for a specific purpose
- **contract:** where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract
- **legal obligation:** where our use of your personal information is necessary for us to comply with the law (not including contractual obligations)

- **legitimate interests:** where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information which overrides our legitimate interests)

Further information—the personal information we collect, when and how we use it

For further details on when we collect personal information, what we collect as well as how we use it, please read the following sections:

When information is collected	What information we ask for	How and why we use your information
When you contact us	Contact details: your name and email address	We ask for this to ensure that we can provide you with relevant information about our service and can continue to contact you throughout the service provision. This information is necessary for us to carry out the contract with you.
When you visit our website	Technical information	We use this to monitor the use of our website and to use data analytics to improve our website, marketing, customer relationships and experiences.

Who we share your personal information with

We routinely share your personal data with the categories of third parties set out below:

- Service Providers acting as processors who provide IT and system administration services
- Professional advisers acting as processors or controllers
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal information in the same way as set out in this privacy notice.

We will share personal information with law enforcement or other authorities if required by applicable law.

Cookies and other tracking technologies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website these help us recognise you and your device and store some information about your preferences or past actions.

We use cookies to estimate our audience size and usage pattern; store information about your preferences; speed up your searches and recognise you when you return to our site.

Type of cookie	Purpose of cookie
Necessary	Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. Our website cannot function properly without these cookies.
Compliance	This cookie remembers whether you have accepted or rejected cookies.
Functional	These are used to recognise you when you return to the website. This enables us to personalise our content for you, greet you by name and remember your preferences.
Analytics	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve our website. The cookies collect information in an anonymous form, including the number of visitors to our website, where visitors have come to the website from and the pages they visited. Further information are available about these cookies here: http://www.google.co.uk/intl/en/analytics/privacyoverview.html .
Third Party	Cookies which are used by third parties that host content accessible from our website, or which link to third party social media pages accessible from our website.

You can opt out of cookies by changing the settings on your web browser. TO find out more about cookies, including how to see what cookies have been set visit www.aboutcookies.org or www.allaboutcookies.org

What cookies do we use?

Please note the information regarding which cookies we use and the purpose for which we use them below:

Cookie Name	Nature of Cookie	Purpose of Cookie	Duration of Cookie
_gat [x4]	Analytics Cookie	Used by Google Analytics to throttle request rate	1 day
_gid [x4]	Analytics Cookie	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_ga [x4]	Analytics Cookie	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years

Marketing

We would like to send you information about events or news which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by [post or email].

We will only ask whether you would like us to send you marketing messages when you tick the relevant boxes when you provide consent for us to do this when signing up to our services.

If you have previously agreed to being contacted in this way, you can unsubscribe at any time by [clicking the "unsubscribe" link in one of our marketing emails, or by] contacting us at info@generisadvisory.co.uk.

Your rights

Under the General Data Protection Regulation you have a number of important rights. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you

- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

If you would like to exercise any of those rights, please contact us by email at info@generisadvisory.co.uk.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How long we keep your personal information for

We will only retain your personal information for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal or regulatory requirements. We may retain your personal information for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

International Transfers

We do not transfer your personal data out of the UK.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The General Data Protection Regulation also gives you the right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>.

Changes to this website privacy policy

This website privacy policy was published on 1/6/2021 and last updated on 1/6/2021.

We may change this website privacy policy from time to time, when we do we will inform you via email.

How to contact us

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to info@generisadvisory.co.uk