

## South West Business Finance Privacy Notice

**Name:**  
**Address:**  
**Email:**  
**Phone:**  
**Mobile:**  
**Occupation:**

### Who are we?

South West Business Finance are a trading style of Aspire Commercial Finance Ltd which are Commercial Finance Brokers based in the South West. We act as a broker for our customers. Aspire Commercial Finance Ltd are Authorised and Regulated by the Financial Conduct Authority.

### How will we use the information about you?

Here at South West Business Finance we take your privacy seriously and will use your personal information in a number of ways which will help us make lender decisions.

When we provide services to you, we will need to gather information about your personal circumstances. The information you provide to us will be subject to the **General Data Protection Regulation 2018**. By signing this document, you consent to us or any company associated with us processing, both manually and by electronic means, your personal data for the purposes of providing advice, administration and management. If we need to pass your data outside of the European Economic Area (EEA), we will ask for your consent to do so.

‘Processing’ includes obtaining, recording or holding information or data, transferring it to other companies associated with us, lenders or statutory, governmental or regulatory bodies for legitimate purposes including, where relevant, to solicitors and/or other debt collection agencies for debt collection purposes and carrying out operations on the information or data. We may share your information with, and obtain information about you from, credit reference agencies or fraud prevention agencies. Information you provide may be put onto a register of claims and shared with other insurers to prevent fraudulent claims.

We will not disclose your information to any company outside of the above list except to help prevent fraud or if required by law to do so.

South West Business Finance is a broker of credit and not a lender.

For each introduction that we make to a lender we may receive a commission for doing so.

South West Business Finance is a trading name of Aspire Commercial Finance Limited Registered in England & Wales under No: 09076273. The Hayloft, Pickwick Workshops, Park Lane, Corsham, SN13 0HN.

Aspire Commercial Finance Limited is authorised and regulated by the Financial Conduct Authority (690089) also a member of the NACFB (06/0035/CM)

Your property may be repossessed if you do not keep up on repayments on a mortgage or any other debt secured on it.

You may be assured that we and any company associated with us will treat all personal data and sensitive personal data as confidential and will not process it other than for a legitimate purpose. Steps will be taken to ensure that the information is accurate, kept up to date and not kept for longer than is necessary. Measures will also be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data.

For further information on how your information is used, how we maintain the security of your information and your rights to access/alter and change information we hold on you, please contact [dansmith@swbf.co.uk](mailto:dansmith@swbf.co.uk)

#### **Additional Marketing**

From time to time we would like to contact you with detail of other products and services we provide. We may also pass your details to other companies associated with us to contact you. If you consent to us contacting you for this purpose please tick to say how you would like us to contact you.

- Post
- Email
- Phone
- Text
- Automated Call
- No Marketing

#### **Your Personal Data: What we need**

South West Business Finance will be what's known as the 'controller' and the 'Processor' of the personal data you provide to us. We collect personal data about you which may also include any special types of information or location-based information.

#### **Why we need it**

We need to know your basic personal data in order to provide you with an accurate recommendation for your personal circumstances. We will not collect any personal data from you

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we do not need in order to provide and oversee this service to you.

**What we do with it**

All the personal data we use is controlled by South West Business Finance in the UK, however, for the purposes of IT hosting and maintenance, this information is located on servers within the European Union. No 3rd parties have access to your personal data unless the law allows them to do so. We have a Data Protection regime in place to oversee the effective and secure processing of your personal data.

We may pass your data to other lenders in order to provide you with offers of products suitable to meet your customer requirements

Your data is stored electronically on our cloud encrypted server. Our server is based in the UK

**How long we keep it**

We are required under General Data Protection Regulation 2018 to keep your basic personal data for a minimum of 6 years after which time it will be destroyed. The information used for marketing will be kept with us until you notify us that you no longer wish to receive this information.

**What are your rights?**

If at any point you believe retained information is incorrect you can request to see this information and even have it corrected and possibly deleted. Providing you this information is free of charge, but charges may apply for excessive requests.

If you wish to raise a complaint on how we have handled your personal data, you can our Data Protection Officer, Dan Smith ([dansmith@swbf.co.uk](mailto:dansmith@swbf.co.uk)), 01225 800849, The Hayloft, Pickwick Workshops, Park Lane, Corsham, SN13 0HN, who will investigate the matter.

Where relevant, you have the right to withdraw consent at any time and this means that we cannot process your data provided without your consent. If at any time, you wish us or any company associated with us to cease contacting you for marketing purposes, please contact The Data Protection Officer on the details listed above.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner’s Office (ICO).

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We will share your details with the prospective lenders so that they process your information, allowing South West Business Finance to offer suitable and sustainable products that they provide. If you consent to us passing your details for that purpose sign to confirm.

By signing this form, you confirm that the information you provide us is true and you will notify us promptly of any changes that may occur before the finance is completed

Signed..... Print Name..... Dated.....

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