



## DATA PRIVACY NOTICE

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

*Italicised words in this privacy notice have the meaning set out in the Glossary of Terms at the end of this document.*

### Who we are

Key Mortgage Advice collects, uses and is responsible for certain personal data about you. When we do so we are required to comply with *data protection regulation* and we are responsible as a *data controller* of that personal data for the purposes of those laws.

When we mention "Key Mortgage Advice", "we", "us" or "our" we are referring to Key Mortgage Advice Limited.

Key Mortgage Advice Limited is a limited company registered in England and Wales (company number 04837523) whose registered office is at 276 Station Road, Bamber Bridge, Preston, PR5 6EB. Key Mortgage Advice is authorised and regulated by the Financial Conduct Authority. Key Mortgage Advice's Financial Services Register number is 312930.

We provide you with a Full Advice & Recommendation Service.

### The personal data we collect and use

In the course of providing our service to you we may collect the following personal data when you provide it to us:

- *Contact information*
- *Identity information*
- *Financial information*
- *Education / Training information*
- *Employment related information*

- *Lifestyle information*
- *Health information*
- Data about criminal convictions or offences
- Details of any *vulnerability*
- Details of your dependents and/or beneficiaries under a policy or of any joint applicant that provide or share with us (**If you are providing information about another person we expect you to ensure that they know you are doing so and are content with their information being provided to us. You might find it helpful to show them this privacy notice and if they have any concerns please contact us in one of the ways described below.**)
- *Product details*

### Information collected from other sources

We may also be provided with personal data from other sources in the course of providing our *intermediary and other services*. Where we obtain this information from another party it is their responsibility to make sure they explain that they will be sharing personal data with us and, where necessary, ask permission before sharing information with us.

The personal data we obtain from other sources may include the following:

- From credit reference agencies
  - financial details
  - your credit status
- From *lenders and/or product providers*:
  - *product details*
  - financial details
- From identification and verification checking agencies:
  - *identity information*
  - *sanction check information*
- From solicitors:
  - *product details*
  - *Details of and updates relating to transactions affecting you*
  - *Contact details*

### How we use your personal data

The below table sets out:

- how we use your personal data
- the lawful bases upon which we collect and use your personal data; in some cases more than one basis may apply
- who we routinely share your personal data with

Rationale/Reason for Processing	Lawful Basis for Processing	Third party recipients linked to that activity
<ul style="list-style-type: none"> <li>To provide you with intermediary services</li> <li>To assist in the administration of any <i>products and/or services</i> you have obtained through us</li> </ul>	Performance of a contract	Bankhall Support Services (our provider of compliance support services)
<ul style="list-style-type: none"> <li>To apply for decisions in principle for mortgage products and/or quotations for protection and/or general insurance products on your behalf</li> <li>To apply for products on your behalf</li> </ul>	Performance of a contract.	Lenders Product and service providers

<ul style="list-style-type: none"> <li>To refer you to and to contact/ liaise with third party advisers who are providing you with advice in relation to your purchase or remortgage or who are otherwise acting in relation to a transaction affecting you</li> </ul> <p>To liaise with persons who have referred you to us, including updating them on your transaction.</p>	<p>Legitimate Interest ; Consent; Performance of a Contract</p>	<p>Solicitors Financial Advisors Accountants Surveyors Estate Agents Property Agents</p> <p>Third party companies and organisations who offer services that may be of assistance to you where we cannot provide the service you require (in this specific instance, we would only ever share your personal data with your prior permission).</p>
<ul style="list-style-type: none"> <li>To manage complaints</li> </ul>	<p>Performance of a Contract</p> <p>Compliance with a legal obligation</p>	<p>Bankhall Limited <i>Our</i> external solicitors <i>Our</i> professional indemnity insurers and insurance adviser Any relevant Regulator</p>
<ul style="list-style-type: none"> <li>To retain records of any services or advice provided to you by us in order to defend potential legal claims or complaints</li> </ul>	<p>Compliance with a Legal Obligation</p> <p>Legitimate interests</p>	<p>External supplier(s) of data storage and data hosting services to retain records on our behalf  Our Professional Indemnity Insurer Our regulator &amp; financial ombudsman Our external solicitors External advisors to assist in assessing compliant</p>
<ul style="list-style-type: none"> <li>To obtain feedback from you on the service you have received from <i>us</i></li> </ul>	<p>Legitimate interests – we have a legitimate interest in operating <i>our</i> business. This includes ensuring that the service we provide is of a satisfactory standard</p> <p>Performance of a Contract</p>	<p>External supplier(s) of software, IT and CRM services to obtain feedback from you</p>
<ul style="list-style-type: none"> <li>To retain records of any services or advice provided to you in accordance with <i>our</i> regulatory obligations</li> </ul>	<p>Compliance with a legal obligation</p>	<p>External supplier(s) of data storage and data hosting services to retain records on <i>our</i> behalf</p>
<ul style="list-style-type: none"> <li>To provide you with details of products and services from us that may be of interest to you in accordance with your preferences. See also ‘Marketing’ below</li> </ul>	<p>Legitimate interests</p> <p>Performance of a Contract</p>	<p>n/a</p> <p>We will not share your personal data with third parties in relation to this activity.</p>
<ul style="list-style-type: none"> <li>To assess the suitability of any advice provided to you and/or the competency of your <i>adviser</i> in compliance with <i>our</i> monitoring and oversight obligations</li> </ul>	<p>Compliance with a legal obligation</p>	<p>Your <i>adviser</i> The Financial Conduct Authority <i>Lender/product provider</i> External consultants/advisers to assist in assessing complaints</p>
<ul style="list-style-type: none"> <li>To retain records of any services or advice provided to you by your <i>adviser</i> in accordance with <i>our</i> regulatory obligations</li> </ul>	<p>Compliance with a legal obligation</p>	<p>External supplier(s) of data storage and data hosting services to retain records on <i>our</i> behalf</p>

<ul style="list-style-type: none"> <li>To manage legal claims</li> </ul>	<p>Legitimate interests – we have a legitimate interest in protecting <i>our</i> organisation from breaches of legal obligations owed to <i>us</i> and to defend <i>ourselves</i> from litigation and complaints. This is needed to ensure that <i>our</i> legal rights and interests are managed appropriately : Compliance with a legal obligation</p>	<p>Your <i>adviser</i>  <i>Our</i> professional indemnity insurers and insurance advisers  external solicitors</p>
<ul style="list-style-type: none"> <li>To detect, prevent and investigate fraudulent applications for <i>products</i></li> <li>To undertake investigations into allegations of misconduct and/or criminal offences</li> </ul>	<p>Compliance with a legal obligation.  We also consider that we have a legitimate interest in protecting <i>our</i> organisation, other parties and the</p>	<p>Your <i>adviser</i>  The Financial Ombudsman Service  The Financial Conduct Authority  <i>Lender/product provider</i>  <i>Our</i> professional indemnity insurers and insurance adviser</p>

<ul style="list-style-type: none"> <li>To notify the relevant authorities of any suspicious activity following an investigation undertaken by <i>us</i> into allegations of misconduct and/or criminal offences</li> </ul>	financial services industry more widely in detecting, preventing and investigating financial crime and/or misconduct	<i>Our</i> external solicitors <i>Network</i> /previous employer National Crime Agency (NCA) Police HMRC
<ul style="list-style-type: none"> <li>To undertake anti-money laundering, identification and verification checks, including assessment of your <i>sanction check information</i> (any personal data obtained for the purposes of meeting with The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 will only be processed for the purposes of preventing money laundering or terrorist financing, unless the use of the data is permitted by or under another enactment other than those Regulations, or <i>we</i> have another lawful basis for processing it)</li> </ul>	Compliance with a legal obligation; Legitimate Interests	External supplier(s) to conduct anti-money laundering, identification and verification checks on <i>our</i> behalf  <i>Lender/product provider</i>
<ul style="list-style-type: none"> <li>To identify any commission or fee payments due to your <i>adviser</i> as a result of the service they have provided to you</li> </ul>	Legitimate interests – <i>we</i> have a legitimate interest in being able to identify any commission or fee payments due your <i>adviser</i> as a result of the service they have provided to you in order that <i>we</i> can comply with <i>our</i> contractual obligations to them; Performance of a Contract	Your <i>adviser</i> <i>Lender/product provider</i>
<ul style="list-style-type: none"> <li>To evidence satisfaction of any request(s) made by you in accordance with your rights under <i>data protection regulation</i></li> </ul>	Compliance with a legal obligation	Information Commissioner's Office; External solicitors

## Special category data and criminal records data

Certain types of personal data are considered more sensitive and so are subject to additional levels of protection under data protection legislation. These are known as 'special categories of data' and include data concerning your health, racial or ethnic origin, genetic data and sexual orientation. Data relating to criminal convictions or offences is also subject to additional levels of protection.

We may process:

- health information and lifestyle information* when providing *intermediary services* in relation to a protection insurance product; and/or
- criminal conviction or offence information when providing *intermediary services* in relation to a general insurance product and *or a mortgage*

In addition to the lawful basis for processing this information set out in the above table, *we* will be processing it either (i) for the purpose of advising on, arranging or administering an insurance contract and (ii) for the establishment, exercise or defence of legal claims.

In the course of our activities relating to the prevention, detection and investigation of financial crime, *we* may process criminal conviction or offence information. Where *we* do so, in addition to the lawful basis for processing this information set

out in the above table, *we* will be processing it for the purpose of compliance with regulatory requirements relating to unlawful acts and dishonesty.

## Marketing

*We* may use personal data *we* hold about you to help *us* identify, tailor and provide you with details of products and services from *us* that may be of interest to you. *We* will only do so where *we* have your permission and have a legitimate business reason to do this. This will be done in accordance with any marketing preferences you have provided to *us*.

In addition, where you provided your consent, *we* may provide you with details of products and services of third parties where they may be of interest to you.

Separately and as part of the service *we* provide *we* will make you aware of products and services which *we* think may be suitable to meet to your requirements.

You can opt out of receiving marketing at any time. If you wish to amend your marketing preferences please contact us:

By phone: 01772 620000

By email: [enquiries@keymortgageadvice.co.uk](mailto:enquiries@keymortgageadvice.co.uk)

By Post: Key Mortgage Advice, 276 Station Road, Bamber Bridge, Preston, PR5 6EB

In addition, you can opt out of receiving marketing at any time by clicking the 'unsubscribe' link at the bottom of every email.

## Whether information has to be provided by you, and if so why

We will tell you if providing some personal data is optional, including if we ask for your consent to process it. In all other cases you will need to provide your personal data in order for us to provide you with *intermediary services*.

## How long your personal data will be kept

We will hold your personal data for differing periods of time depending upon the reason we have for processing it.

## Transfer of your information out of the EEA

We may transfer your personal data to the following which are located outside the UK and the European Economic Area (EEA) as follows:

- Suppliers and sub-contractors which provide services to us. If we do transfer your personal data to our suppliers and sub-contractors outside of the EEA, we will make sure that it is protected in a similar way as if it was being used in the EEA and the UK. We'll use one of these safeguards:
  - the transfer will be to a non-EEA country with privacy laws that give the same protection as the UK or the EEA
  - the transfer will be subject to a European Commission or UK Information Commissioner approved contract designed to help safeguard your privacy rights and give you remedies in the unlikely event of a misuse of your personal data
  - the transfer will be subject to binding corporate rules (agreements governing transfers made between organisations within a corporate group)

You have a right to ask us for more information about the safeguards we have put in place as mentioned above. To learn more, please see 'Your rights' below.

## Your rights

You have legal rights under *data protection regulations* in relation to your personal data. These are set out under the below headings:

- To access your personal data
- To correct / erase your personal data
- To restrict how we use your personal data

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- To object to how we use your personal data
- To ask us to transfer your personal data to another organisation
- To object to any automated decisions made which relate to you
- To find out more about how we use personal data

We may ask you for proof of identity from you when making a request to exercise any of these rights. We do this to ensure we only disclose information or change your details where we know we are dealing with the right individual.

We will not ask for a fee, unless we think your request is unfounded, repetitive or excessive. Where a fee is necessary, we will inform you before proceeding with your request.

We aim to respond to all valid requests within one month. It may however take us longer if the request is particularly complicated or you have made several requests. We will always let you know if we think a response will take longer than one month. To speed up our response, we may ask you to provide more detail about what you want to receive or are concerned about.

We may not always be able to fully address your request, for example if it would impact the duty of confidentiality we owe to others, or if we are otherwise legally entitled to deal with the request in a different way.

### To access personal data

You can ask us to confirm whether or not we have and are using your personal data. You can also ask to get a copy of your personal data from us and for information on how we process it.

### To rectify / erase personal data

You can ask that we rectify any information about you which is incorrect. We will be happy to rectify such information but would need to verify the accuracy of the information first.

You can ask that we erase your personal data if you think we no longer need to use it for the purpose we collected it from you.

You can also ask that we erase your personal data if you have either withdrawn your consent to us using your information (if we originally asked for your consent to use your information), or exercised your right to object to further legitimate use of your information, or where we have used it unlawfully or where we are subject to a legal obligation to erase your personal data.

We may not always be able to comply with your request, for example where we need to keep using your personal data in order to comply with our legal obligation or where we need to use your personal data to establish, exercise or defend legal claims.

### To restrict our use of personal data

You can ask that we restrict our use of your personal data in certain circumstances, for example

- where you think the information is inaccurate and we need to verify it;
- where our use of your personal data is not lawful but you do not want us to erase it;
- where the information is no longer required for the purposes for which it was collected but we need it to establish, exercise or defend legal claims; or
- where you have objected to our use of your personal data but we still need to verify if we have overriding grounds to use it.

We can continue to use your personal data following a request for restriction where we have your consent to use it; or we

need to use it to establish, exercise or defend legal claims, or we need to use it to protect the rights of another individual or a company.

#### ***To object to use of personal data***

You can object to any use of your personal data which we have justified on the basis of our legitimate interest, if you believe your fundamental rights and freedoms to data protection outweigh *our* legitimate interest in using the information. If you raise an objection, we may continue to use the personal data if we can demonstrate that we have compelling legitimate interests to use the information.

#### ***To request a transfer of personal data***

You can ask *us* to provide your personal data to you in a structured, commonly used, machine-readable format, or you can ask to have it transferred directly to another *data controller* (e.g. another company).

You may only exercise this right where we use your personal data in order to perform a contract with you, or where we asked for your consent to use your personal data. This right does not apply to any personal data which we hold or process outside automated means.

#### ***To contest decisions based on automatic decision making***

If we made a decision about you based solely by automated means (i.e. with no human intervention), and the decision made by *us* produces a legal effect concerning you, or significantly affects you, you may have the right to contest that decision, express your point of view and ask for a human review. These rights do not apply where we are authorised by law to make such decisions and have adopted suitable safeguards in *our* decision making processes to protect your rights and freedoms.

#### ***You can contact us for more information***

If you are not satisfied with the level of information provided in this privacy notice, you can ask *us* about what personal data we have about you, what we use your information for, who we disclose your information to, whether we transfer it abroad, how we protect it, how long we keep it for, what rights you have, how you can make a complaint, where we got your data from and whether we have carried out any automated decision making using your personal data.

If you would like to exercise any of the above rights, please:

- email or write to our Data Protection Officer at [sharon@keymortgageadvice.co.uk](mailto:sharon@keymortgageadvice.co.uk) email or 276 Station Rd, Bamber Bridge, Preston, PR5 6EB;
- let us have enough information to identify you, e.g. name, address, date of birth;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know the information to which your request relates.

## **Keeping your personal data secure**

We have appropriate security measures in place to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal data 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.

## **Our supervisory authority**

If you are not happy with the way we are handling your information, you have a right to lodge a complaint with the Information Commissioners Office. It has enforcement powers and can investigate compliance with *data protection regulation* ([www.ico.org.uk](http://www.ico.org.uk)).

We ask that you please attempt to resolve any issues with us before the ICO.

## **How to contact us**

Please contact our Data Protection Officer if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact our Data Protection Officer, please send an email to [sharon@keymortgageadvice.co.uk](mailto:sharon@keymortgageadvice.co.uk) or write to 276 Station Road, Bamber Bridge, Preston, PR5 6EB

## Glossary of Terms

<b>we, us or our</b>	Key Mortgage Advice Limited A company registered in England and Wales (company number 04837523) and having its registered office at 276 Station Rd, Bamber Bridge, Preston, PR5 6EB.	<b>product</b>	this is a mortgage, protection and/or general insurance product in respect of which we provide <i>intermediary services</i> to you
<b>contact information</b>	these are details that can be used to contact a person, including title, first name, surname, personal telephone number, fax, email address, home address, country, postcode or city of residence. This may also include work contact information such as work telephone number, fax, work email and work address	<b>product provider</b>	a company which provides investment, pension, protection and/or general insurance products (for a list of product providers which we work with, please contact <i>us</i> – see <i>How to contact us</i> above)
<b>data controller</b>	means a natural or legal person (such as a company) which determines the means and purposes of processing of personal data. For example, <i>we</i> are your data controller as <i>we</i> determine how <i>we</i> will collect personal data from you, the scope of data which will be collected, and the purposes for which it will be used in the course of <i>us</i> providing you with <i>intermediary services</i>	<b>sanction check information</b>	this is information relating to your politically exposed persons (PEPs) status and Her Majesty's Treasury financial sanctions status, which is recorded to prevent fraud and money laundering
<b>data protection regulations</b>	applicable data privacy and protection laws including the UK GDPR	<b>vulnerability</b>	a vulnerable consumer is someone who, due to their personal circumstances, is especially susceptible to detriment, particularly when an advisory firm is not acting with appropriate levels of care. These customers are more likely to suffer severe detriment if something goes wrong. Details of vulnerability fall in to the following categories: health; resilience (financial); life events; and capability (financial knowledge/confidence)
<b>employment status</b>	this is information about your work, if you are employed, self-employed, unemployed, a student or on job seeker allowance		
<b>FCA</b>	the Financial Conduct Authority, being the independent watchdog that regulates financial services		
<b>financial information</b>	this is information relating to your financial status, including salary/income, outgoings/expenditure, tax rate and P60		
<b>health information</b>	this is information relating to your medical history, including symptoms, diagnoses, procedures and outcomes, as well as information about your height and weight. This could include previous and current or persistent medical conditions and family medical history		
<b>identity information</b>	this is any information that can be used to distinguish a person or verify their identity, such as name, date of birth, place of birth, gender, marital status, national identity card/number, passport, drivers licence and national insurance number		
<b>intermediary services</b>	these are the services we provide to you in relation to the products, which may include: <ul style="list-style-type: none"><li>• Mortgages, general insurance and protection products</li></ul>		
<b>lenders</b>	a mortgage lender (for a list of current lenders which <i>we</i> work with, please contact <i>us</i> – see <i>How to contact us</i> above)		
<b>lifestyle information</b>	this includes both work and leisure behaviour patterns. Most relevant to your <i>products</i> may be your smoker status, alcohol consumption, health, retirement age & exercise habits		