LAW ROOM SOLICITORS LIMITED

Privacy Notice

Version 2.0 · Effective Date: 31 January 2025, 00:01hrs

This updated Privacy Notice replaces all prior versions issued by Law Room Solicitors and covers Law Room Solicitors and all associated trading names. References to “Law Room Solicitors” should be read to include its trading styles.

Our Commitment to Your Privacy

Your personal data and privacy are of utmost importance to us. This policy explains how we collect, store, and use your information.

Updates to This Policy

We regularly review and revise this Privacy Notice. We recommend checking it periodically. You will be notified if substantial changes are made.

Consent and Controller Details

By accessing our services or website, you agree to our data practices as described in this notice. “We”, “us” or “our” refers to Law Room Solicitors, the Data Controller.

Who We Are

Law Room Solicitors Limited
Address: 489-493 Bolton Road, Pendlebury, Swinton, Manchester, M27 8QT
Phone: 0161 850 7257
Email: clients@lawroomclaims.co.uk

You may contact our Data Protection Officer via the contact methods above.

Categories of Personal Data We Handle

- **Identity:** name, date of birth, gender, etc.
- **Contact:** email, phone number
- **Financial:** bank and payment information
- **Compliance:** call recordings
- **Technical:** IP address, browser type, device data
- **Usage:** site interaction, service usage
- **Marketing:** preferences and communication settings
- **Aggregated Data:** anonymised statistics for analysis
- **Special Categories:** health and vulnerability data with your consent

How We Use Your Data & Legal Basis

We use your data to:

- Deliver services and manage your account (Contract)
- Process payments and issue updates (Contract, Legal Obligation)
- Send service communications (Contract, Consent, Legitimate Interest)
- Conduct marketing (Consent, Legitimate Interest)
- Resolve disputes and process complaints (Legitimate Interest)
- Comply with legal requirements (Legal Obligation)
- Prevent fraud and safeguard our services (Legal Obligation)
- Improve services, personalise user experience, conduct analytics (Legitimate Interest)
- Sell data (Consent, Legitimate Interest)

What Constitutes Legitimate Interest

We may contact you or process your data where we believe it serves your interest and ours. This includes marketing-related services, analytics, service improvement, and more. For research purposes, we anonymise your data where possible.

How We Communicate With You

We contact you by telephone, email, SMS and WhatsApp. We use these channels to deliver our services and manage your claim, to send you service updates, and to request information we need to progress your case. Where you have given consent, or where we have a legitimate interest in doing so, we may also use them to tell you about other services. Calls may be recorded for training and compliance purposes.

Where we contact you using WhatsApp, your telephone number and the content of those messages are processed by WhatsApp Ireland Limited, part of the Meta group of companies, in order to deliver the message. Their handling of that data is governed by the WhatsApp Privacy Policy and the WhatsApp Business Policy.

You can change how we contact you at any time. To opt out of marketing messages, reply STOP to any SMS or WhatsApp message, or contact our Data Protection Officer using the details above. We will still need to contact you about your claim while it is active.

Data Sharing

Your personal data may be shared under the following conditions:

- With your consent
- To fulfil contractual obligations
- Under legal obligation
- In our legitimate interest (e.g., analytics, fulfilment partners)

We may share data with:

- Associated brands (e.g., Gladstone Brookes Ltd, ADC Business Advisory)
- External providers (e.g., CRM, email, payment, legal, analytics, marketing)

Credit Reference and Identity Checks

We will disclose personal data to our partner Valid8 IP Ltd for the provision of a soft credit search to locate your car finance agreements and identity information, which may include Equifax Ltd, Experian Ltd and TransUnion, with no impact on your credit score. You can access Valid8 IP's privacy policy here.

If you'd like to understand how the credit reference agencies use and share personal data, including the legitimate interests they pursue, please read the Credit Reference Agency Information Notice (CRAIN): TransUnion, Equifax, Experian.

Sale of Personal Data

We may sell your data for reasons including business development or as part of organisational changes. Industry sectors include financial services, insurance, marketing, health, and lifestyle. You can opt out at any time by contacting us.

International Data Transfers

If data is transferred outside the UK or EEA, we use Standard Contractual Clauses to ensure your data is protected under the GDPR and DPA 2018.

Retention Periods

Your data is retained only as long as required for legal or operational needs. Afterwards, it will be deleted or anonymised. Contact the DPO to request our retention policy.

Your Rights

- **Access:** Request what data we hold about you
- **Rectification:** Ask us to correct inaccurate information
- **Erasure:** Ask us to delete your data under certain conditions
- **Restrict Processing:** Limit how we use your data
- **Object:** Object to how we process your data
- **Portability:** Request transfer of your data

To exercise any of your rights, contact us or email our Data Protection Officer at clients@lawroomclaims.co.uk.

Automated Processing

Our digital services may use automation to guide claims. You can request manual review at any point. We also take care to avoid exposing personal data during anonymised checks or hash matching.

Complaints

If you're dissatisfied with how we handle your data, contact our DPO. If unresolved, you can reach the ICO:

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
Tel: 0303 123 1113
ico.org.uk

Law Room Solicitors Limited. Authorised and regulated by the Solicitors Regulation Authority, SRA No. 644527.