

Privacy Policy for Finative Ltd

Finative

www.finative.co.uk is a trading style of Finative Ltd. Finative Ltd is incorporated in England & Wales under the company registration number 12554898 and its registered office address is Alacrity House, Newport, NP20 1HG. References to “you” and “your” are to the individual reading and using the website.

This privacy policy has been compiled with the intention of better serving those who are concerned with how their personally identifiable information (PII) is being used online and is in accordance with the General Data Protection Regulation (GDPR) of 2018.

How Finative works for you

We provide a free to use service in order to match you with a regulated financial professional who is qualified to manage your financial enquiry. By providing information on our site, we will match you with a suitable professional who meets the requirements you input. We will only do this if you consent to us sharing your Telephone Number or Email with the professional, and the request information you input.

Your consent

To provide you with the best possible service, it is necessary to outline how we use your personal information during your use of the Finative website. By agreeing to this privacy policy, you are giving consent for us to use the information in the ways outlined in the following paragraph. We collect information when you manually enter information about yourself and your business on our website. If you do not provide your consent, then we will not be able to provide our service of matching you with a finance professional.

What information do we collect?

Data Entry

We obtain personally identifiable information (PII) and business information about you, and only you, and do not obtain information about you from anyone else.

When signing up to the newsletter, we will ask you for your First Name, Last Name and Email Address.

When signing up the ‘Finative Application Portal’, we will ask you for your First Name, Last Name and Email Address.

After signing up to the ‘Finative Application Portal, we may also ask for a Telephone Number if you choose it as your preferred method of communication for the provider to contact you on.

IP Address

Information is obtained electronically when one computer connects with another across the internet – also known as the Internet Protocol Address or “IP Address”. This information is obtained as it is necessary to the operation of a communication between computer systems. This information may also allow you as the owner of the information to be identified, and thus constitute personal data. The law requires consent to be given by you before it is passed from your computer to ours. We do not use your IP address for the purposes of identifying

you personally. We may use IP addresses to ensure that we are not receiving fraudulent registrations from the same IP address. The IP address log would show registrations.

How do we use your information?

Data Entry

If you sign up for the newsletter using your First Name, Last Name and Email Address, you are agreeing to receive marketing and product communications on a weekly or monthly basis. You can choose to stop receiving these communications at any time by choosing to unsubscribe at the bottom of any email communication.

If you choose to submit your details to a professional that you have chosen, you are consenting to Finative passing your contact details on to them. The professional will contact you if they are able to facilitate your request. If not, we will get back to you within 24 hours to inform you to choose an alternative provider. We will not share your PII with any party other than the provider(s) you choose.

IP Address

We may use IP addresses to ensure that we are not receiving fraudulent registrations from the same IP Address. We will also use your IP address to generate analytics on website performance using Google Analytics.

Do we use 'cookies'?

Not yet – but we may in the future. We will update this privacy policy accordingly.

How does our service work?

Our service is a free to use matching service for businesses who are looking for finance professionals.

After signing up to the 'Finative Application Portal', you will be asked to complete a more detailed form about the nature of your request for support, and business information. If you have completed this, you can choose to submit your information to us, and we will pass your contact details, request and business information to your chosen professional.

Should the professional be able to handle your request, they will contact you on your preferred communication channel (telephone or email) to discuss your request.

If they are unable to process your request within 24 hours of you submitting your request, we will inform you via email to choose an alternative provider.

At no point are you under any obligation to take their advice.

Finative will contact you via email within 6 weeks to ensure that you were happy with the service you received. You will receive no communications from Finative after this time unless you have given consent to do so.

Data Security

We take the security of your data very seriously. Our web address is HTTPS (HyperText Transport Protocol Secure). This is the protocol used to access a secure Web server.

Secure certificates (SSL Certificates) are in operation during your use of the Finative website. These are small data files that digitally bind a cryptographic key to an organisation's

details. These allow secure connections from a web server to a browser. SSL is used to secure the transfer of your data to our server.

Any personal data held in our database is encrypted. If there are any security breaches, your data is encrypted and therefore secure.

Each professional to whom we pass your information in order to handle your request has contracted with us to keep your data safe and use it only for responding to you about your request.

We will not use your details for marketing or use of pass your details to third parties other than as described in this statement without explicit consent from you.

Third Parties

We will share your information with website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties also agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for scientific research, marketing, advertising or other uses.

Third-party links

We may include links to third-party services on our website, but we will not benefit from these links financially.

Lawful basis for processing your data

We rely on your explicit consent to process your personal data. This means that we ask you to consent to the following use of your data:

- To transfer the data to a professional which you explicitly choose when submitting your request through the 'Finative Application Portal'.

Changes

You will be notified of any Privacy Policy changes on our Privacy Policy Page.

You can change your personal information by clicking the 'update your preferences' link at the bottom of one of our email communications.

Data Retention policy

We will keep the personal data you provide when signing up to the Finative Application Portal for no longer than is necessary for the purposes for which it is being processed. We ensure that your personal data is securely disposed of when no longer needed.

We will keep the personal data you provide when signing up to the Finative newsletter until you choose to opt-out of receiving marketing communications.

If at any time you would like to unsubscribe from receiving future emails, you can email us at:

info@finative.co.uk and we will promptly remove you from ALL correspondence.

Alternatively, you can simply opt-out by clicking the 'unsubscribe' button at the bottom of any email you have received from us.

Your rights in relation to our use of your personal data, in accordance with GDPR

Information Right – you may require us to provide a more detailed explanation of how we collect, process and use your personal information.

Personal Data Access Right – you may require us to provide an electronic copy of your data free of charge.

Personal Data Correction Right – you may require us to correct your personal information as held by us.

Personal Data Erasure Right – you may require us to permanently erase the personal data that we hold about you.

Data Processing Restriction Right – you may require us to stop using your data for particular purposes such as mailing or profiling.

Data Processing Objection Right – you may require us to suspend using your data if for example it is incorrect, or you simply wish to withdraw your consent.

Data Portability Right – you may require us electronically to transfer your personal information to another supplier, for example to facilitate switching.

Automated Decision-Making Right – you may require us not to make decisions about you relying solely on a computer decision.

Breach Notification Right – if in the unlikely event there occurs a breach of security which is likely to result in a high risk to your rights as a data subject, we must inform you without undue delay.

The right to lodge a complaint

You have the right to complain to a supervisory authority. In the UK, this is the Information Commissioner's Office (ICO):

Contact number – 0303 123 1113

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

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