



Privacy Notice for Clients

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

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the Data Protection (Bailiwick of Guernsey) Law, 2017 (the **Data Protection Law**), which protects your rights in relation to your personal data in a manner equivalent to the EU General Data Protection Regulation (**GDPR**).

Advisory Services (Guernsey) Limited is a data controller under the Data Protection Law. This means that we are responsible for deciding how we hold and use your personal data. We are required under the Data Protection Law to notify you of the information contained in this privacy notice.

If you have queries or concerns about this privacy notice, or how we use your personal data, please email, call or write to us - our contact details can be found at the end of this notice.

1 Key terms

It would be helpful to start by explaining some key terms used in this notice:

We, us, our or the Advisory Services Group	Advisory Services (Guernsey) Limited and our affiliated entities and group companies, including: <ul style="list-style-type: none">• Advisory Services Group Limited• AS Corporate Secretarial Limited• AS Consultancy Limited• AS Midco Ltd• AS Operations Ltd
Personal data	Any information relating to an identified or identifiable individual
Special category personal data	Personal data revealing an individual's racial or ethnic origin, political opinions, religious or philosophical beliefs or trade union membership Genetic and biometric data (when processed to uniquely identify an individual) Data concerning an individual's health, sex life or sexual orientation
Data subject	The individual who the personal data relates to



2 Personal data we collect about you

The personal data we collect about you depends on the particular services we provide to you. We may collect and use the following personal data about you:

- identifying information such as your name and title;
- information in respect of your business assets;
- professional information such as where you work, your qualifications and your job title;
- information about your preferences in receiving marketing from us and your communication preferences; and
- information about how you use our website, IT, communication and other systems.

We collect and use this personal data for the purposes described in the section '**How and why we use your personal data**' below. If you do not provide personal data we ask for, it may delay or prevent us from providing services to you.

3 How your personal data is collected

We collect most of this personal data directly from you—in person, by telephone, text or email and/or via our website. However, we may also collect information:

- from publicly accessible sources, e.g. online registries;
- from a third party with your consent, e.g. your bank or building society.

4 How and why we use your personal data

Under the Data Protection Law, we can only use your personal data if we have a proper reason, e.g.:

- where you have given consent;
- to comply with our legal and regulatory obligations;
- for the performance of a contract with you or to take steps at your request before entering into a contract; or
- for our legitimate interests or those of a third party.

A **legitimate interest** is when we have a business or commercial reason to use your personal data, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own.

The table below explains what we use your personal data for and why.

What we use your personal data for	Our reasons
Providing services to you	To perform our contract with you or to take steps at your request before entering into a contract
Preventing and detecting fraud against you or us	For our legitimate interest, i.e. to minimise fraud that could be damaging for you and/or us
Conducting checks to identify our clients and verify their identity	To comply with our legal and regulatory obligations

What we use your personal data for	Our reasons
<p>Screening for financial and other sanctions or embargoes</p> <p>Other activities necessary to comply with professional, legal and regulatory obligations that apply to our business, e.g. under health and safety law or rules issued by our regulator</p>	
<p>To enforce legal rights or defend or undertake legal proceedings</p>	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —to comply with our legal and regulatory obligations; and —in other cases, for our legitimate interests, i.e. to protect our business, interests and rights
<p>Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies</p>	<p>To comply with our legal and regulatory obligations</p>
<p>Ensuring business policies are adhered to, e.g. policies covering security and internet use</p>	<p>For our legitimate interests, i.e. to make sure we are following our own internal procedures so we can deliver the best service to you</p>
<p>Operational reasons, e.g. improving efficiency, training and quality control</p>	<p>For our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price</p>
<p>Ensuring the confidentiality of commercially sensitive information</p>	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —for our legitimate interests, i.e. to protect trade secrets and other commercially valuable information; and —to comply with our legal and regulatory obligations
<p>Statistical analysis to help us manage our business, e.g. in relation to our financial performance, client base, service offering or other efficiency measures</p>	<p>For our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price</p>
<p>Preventing unauthorised access and modifications to systems</p>	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —for our legitimate interests, i.e. to prevent and detect criminal activity that could be damaging for you and/or us; and —to comply with our legal and regulatory obligations

What we use your personal data for	Our reasons
Protecting the security of systems and data used to provide our services	To comply with our legal and regulatory obligations We may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, i.e. to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us
Updating and enhancing client records	Depending on the circumstances: —to perform our contract with you or to take steps at your request before entering into a contract; —to comply with our legal and regulatory obligations; and —for our legitimate interests, e.g. to make sure that we can keep in touch with our clients about existing relationships and new services
Statutory returns	To comply with our legal and regulatory obligations
Ensuring safe working practices, staff administration and assessments	Depending on the circumstances: —to comply with our legal and regulatory obligations; and —for our legitimate interests, e.g. to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you
Marketing our services to: —existing and former clients; —third parties who have previously expressed an interest in our services; and —third parties with whom we have had no previous dealings.	For our legitimate interests, i.e. to promote our business to existing and former clients
Credit reference checks via external credit reference agencies	For our legitimate interests, i.e. to ensure our clients are likely to be able to pay for our products and services
To share your personal data with members of our group and third parties that will or may take control or	Depending on the circumstances: —to comply with our legal and regulatory obligations; and

What we use your personal data for	Our reasons
<p>ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency</p> <p>In such cases information will be anonymised where possible and only shared where necessary</p>	<p>—in other cases, for our legitimate interests, i.e. to protect, realise or grow the value in our business and assets</p>

5 How and why we use your personal data—Special category personal data

Additional protections apply to special category data under the Data Protection Law. We need to have further justification for collecting, storing and using this type of personal data. We may process special categories of personal data in the following circumstances:

- in limited circumstances, with your explicit written consent; and
- where we need to carry out our legal obligations.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else’s interests) and you are not capable of giving your consent, or where you have already made the information public. We may also process such information about you in the course of legitimate business activities with the appropriate safeguards.

6 Criminal data

In particular, we envisage that we will hold criminal data, which is any personal data about a person’s criminal activity or alleged criminal activity, investigations into that person and legal proceedings involving that person. Where appropriate, we will collect criminal data as part of our client take-on process or we may be notified of such information directly by you or a third party during the course of our engagement.

We may only use criminal data where the law allows us to do so. This will usually be where such processing is necessary to comply with our legal obligations, particularly in accordance with applicable anti-money laundering legislation.

7 How and why we use your personal data—sharing

See ‘Who we share your personal data with’ for further information on the steps we will take to protect your personal data where we need to share it with others.

8 Marketing

We will use your personal data to send you updates (by email, text message, telephone or post) about our services, including exclusive offers, promotions or new services.



We have a legitimate interest in using your personal data for marketing purposes (see above '**How and why we use your personal data**'). This means we do not usually need your consent to send you marketing information. If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You have the right to opt out of receiving marketing communications at any time by contacting us at cathy@advisoryservices.gg.

We may ask you to confirm or update your marketing preferences if you ask us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your personal data with the utmost respect and never share it with other organisations outside the Advisory Services Group for marketing purposes.

9 Who we share your personal data with

We routinely share personal data with:

- companies within the Advisory Services Group;
- third parties we use to help deliver our services to you;
- other third parties we use to help us run our business, e.g. IT software providers, marketing agencies or website hosts;
- our insurers and brokers;
- our bank.

We only allow those organisations to handle your personal data if we are satisfied they take appropriate measures to protect your personal data.

We or the third parties mentioned above occasionally also share personal data with:

- our and their external auditors, e.g. in relation to the audit of our or their accounts, in which case the recipient of the information will be bound by confidentiality obligations;
- our and their professional advisors (such as lawyers and other advisors), in which case the recipient of the information will be bound by confidentiality obligations;
- law enforcement agencies, courts, tribunals and regulatory bodies to comply with our legal and regulatory obligations;
- other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your personal data will be bound by confidentiality obligations.

10 Who we share your personal data with—further information

If you would like more information about who we share our data with and why, please contact us (see '**How to contact us**' below).



11 Where your personal data is held

Personal data may be held at our offices and those of our group companies, third party agencies, service providers, representatives and agents as described above (see above: 'Who we share your personal data with').

12 How long your personal data will be kept

Your personal information will be retained for as long as required:

- for the purposes for which the personal information was collected;
- in order to establish or defend legal rights or obligations or to satisfy any reporting or accounting obligations; and
- as required by the Data Protection Law and any other applicable laws or regulatory requirements.

We will ensure that the personal information that we hold is subject to appropriate security measures.

Following the end of the of the relevant retention period, we will delete or anonymise your personal data.

13 Transferring your personal data out of Guernsey and the EU

In the event any of the third parties detailed above are outside of Guernsey and the EU and where we are transferring personal data which would be protected under the Data Protection Law or GDPR, we will ensure that we meet the relevant requirements prior to carrying out such a transfer.

This may include only transferring the data where we are satisfied that:

- the non-EU country has data protection laws similar to the Data Protection Law and/or GDPR;
- the recipient has agreed by contract to protect the information to the same data protection standards as apply in Guernsey and the EU;
- we have obtained consent from the relevant data subjects to the transfer; or
- the transfer is subject to an approved code or mechanism where the recipient is subject to binding and enforceable commitments to apply relevant safeguards in the code/mechanism.

Any changes to the destinations to which we send personal data or in the transfer mechanisms we rely on to transfer personal data internationally will be notified to you in accordance with the section on 'Changes to this privacy policy' below.

14 Your rights as a data subject

You have the following rights as a data subject, which in most cases you can exercise free of charge:

Access	The right to be provided with a copy of your personal data
To object	The right to object: —at any time to your personal data being processed for direct marketing or on grounds of public interest; and

	—in certain other situations to our continued processing of your personal data, e.g. processing carried out for the purpose of our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims
Rectification	The right to require us to correct any mistakes in your personal data
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations
Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances, e.g. if you dispute the accuracy of the data
Not to be subject to automated individual decision making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you
Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations

For more information on each of those rights, including the circumstances in which they apply, please contact us (see ‘**How to contact us**’ below) or see the [online guidance from the Office of the Data Protection Authority \(ODPA\) on individuals’ rights](#).

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

- email, call or write to us—see below: ‘**How to contact us**’;
- provide enough information to identify yourself (e.g. your full name, address and client or matter reference number) and any additional identity information we may reasonably request from you; and
- let us know what right you want to exercise and the information to which your request relates.

15 Keeping your personal data secure

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

We also have procedures 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.



16 How to complain

Please contact us if you have any queries or concerns about our use of your personal data (see below 'How to contact us'). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with:

- the ODPA (details as to how to lodge a complaint can be found at <https://www.odpa.gg/for-individuals/make-a-complaint/>); and
- if you do not live in Guernsey, a relevant data protection supervisory authority in the EEA state of your habitual residence, place of work or of an alleged infringement of data protection laws in the EEA.

17 Changes to this privacy policy

This privacy notice was published on 21 December 2022.

We may change this privacy notice from time to time—any changes will appear on our website at www.advisoryservices.gg.

18 How to contact us

You can contact us by post, email or telephone if you have any questions about this privacy notice or the information we hold about you, to exercise a right under the Data Protection Law or to make a complaint.

Our contact details are shown below:

Email: cathy@advisoryservices.gg

Telephone: 07781 149550

Address: 1st Floor, Fairbairn House, Rohais, St Peter Port, Guernsey GY1 3LT