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# Privacy Policy

Gilbert Gilkes & Gordon Ltd.

Gilkes are committed to ensuring protection of all personal information that we hold and to provide and to protect all such data. We recognise our obligations in updating and expanding this program to meet the requirements of GDPR (General Data Protection Regulation).

We collect information about you when you visit our website or choose to subscribe to news updates etc. We also collect website usage information.

#### **Data we will be collecting**

- Search terms you have used to either find our website or used on our website including browsing behaviour and links clicked
- Information that will help us contact you in the future like name, company name, address, phone and email address
- Information on engagement with the emails and SMS messages you received from us
- The IP address your router freely transmits to our web servers
- Your browser user agent, as freely transmitted by your computer. This includes your browser build information, your device type and your computer's operating system. We will retain all personal information disclosed by you to us, we will not seek to append personal data from external sources

#### **What we use the data for**

- Improve the content and relevance of what we send to you,
- Help improve the content we display on our website,
- Answer any questions you may have submitted and retain this information to ensure a fast and effective service in the future,
- Provide you with the fastest access to the latest content relevant to you,
- Ensure we remain compliant under the terms of the GDPR.

#### **How we store your data**

We only store data on our own hosted servers, which are based in the UK and are in a secure environment. Your data will never be transmitted outside of the UK, unless you have specifically requested us to do so.

#### **Email and SMS options**

By submitting your information into one of the data-capture points you are confirming the following:

- You are doing so in your capacity as a representative of your company, or as an individual.
- You are over 18 years of age.
- You are accepting the relevance of our marketing email communications.
- You are providing contact information that will facilitate the communication between Gilbert, Gilkes & Gordon Ltd and you, the client

#### **How to unsubscribe**

- You may use the unsubscribe link, which will be present within the footer of every email we send to you. Your subscription preferences will be updated immediately.
- You may contact [enquiries@gilkes.com](mailto:enquiries@gilkes.com) specifically requesting your removal from our mailing list. Your request will be actioned within 14 days of its receipt. You must include your name and email address for us to ensure its removal.

Please note we cannot accept unsubscribe requests through any other channel.

#### **Data Security**

We will endeavour to ensure your data is transmitted to us using the best practice approaches. It's important to note, any data you send to us is sent at your own risk.

Once your data is received, it will be stored within the Gilkes secure data environment, where we have robust processes and procedures to keep it safe.

### **Disclosing your information**

We will only pass on the personal information collected if we have a legal obligation to do so.  
We will not share your information with any Third Parties.

### **External Links**

Gilkes may from time to time link to third party websites displaying useful content. It's important to note this privacy policy specifically covers gilkes.com domain.

Please ensure you have verified the privacy policies on any external websites before submitting personal information.

### **Your Rights**

Under the General Data Protection Regulations (GDPR) you have the right to request the following:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure (or be forgotten)
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automatic decision making and profiling

**This policy was approved by the Board of Directors of Gilbert Gilkes & Gordon Ltd on 01 Aug 2022**



**Andy Poole** MBA  
Chief Executive Officer

02 Aug 2022