

## **Auctus Limited Privacy Notice**

### **1 Introduction**

At Auctus Limited; incorporating Charles Taylor and Cerberus Asset Management, we take your privacy very seriously and this policy outlines how we will hold and process your personal information under the Data Protection Act 1998, the UK Data Protection Bill and the new General Data Protection Regulation (GDPR) effective since the 25<sup>th</sup> May 2018. This policy contains important information about what to expect when we collect personal information via all platforms, including when you visit our website, or when you subscribe to our marketing communications. It further explains the specific ways in which we use and disclose that information. Please also find a section that provides information for instances in which you have any questions, queries or concerns.

This policy applies to information we collect in regards to:

- Visitors to our website
- Successful bidders and permanent bidders
- Persons that subscribe to our communications; i.e. newsletters

For the purpose of Data Protection legislation (which includes, but is not limited to, the UK Data Protection Bill and also the General Data Protection Regulation), the data controller is Auctus Limited incorporating; Charles Taylor Auctioneers & Valuers and Cerberus Asset Management; 26 Missouri Avenue, Salford, M50 2NP, who in relation to any personal data that is held will observe all obligations under the Data Protection legislation and the Data Protection Principles. These obligations will be continuously reviewed in line with the ongoing development of these areas of regulation to ensure compliance.

### **2 The information we collect about you**

When you subscribe to our newsletter, we may collect the following personal information from you:

- Information that you provide when completing our registration form or publicly available information from the internet such as business address or other contact information
- Name and job title
- Email address and telephone number
- Company Name where applicable
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs, operating system, browser usage and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access

If you wish to notify us that any of the information which we hold about you is incorrect or misleading, we will have the information corrected or amended in a timely manner. You may do this by sending an e-mail to [gdpr.compliance@charlestaylor.co.uk](mailto:gdpr.compliance@charlestaylor.co.uk).

### **3 How we will use the information collected about you**

We rely on the following as the lawful basis on which we collect and use your personal data:

- the processing is necessary for the performance of a contract, or at the data subject's request when taking steps prior to entering into a contract; or
- the processing is necessary for the performance of a task carried out in the public interest, or in the exercise of official authority vested in the controller; or
- with the specific and informed consent of the data subject

When using our website, subscribing to our newsletter, or providing your details during registration, you will be given the opportunity to provide your consent to Auctus Limited holding your personal information by opting in. By providing your consent you agree to Auctus Limited sending you communications. The relevant information is then used by us to communicate with you on any matters relating to the service to which the consent relates, and carry out our obligations arising from any contracts entered into between you and us. We may also notify you of any changes to our service.

We will not share your personal information with any third parties unless consent is given to do so. We take your privacy extremely seriously and will never sell your information to any third party.

You can change your communication preferences at any time, in such circumstances you can contact us at [salesteam@charlestaylor.co.uk](mailto:salesteam@charlestaylor.co.uk).

#### **4 Protecting your information**

We have appropriate security measures in place to prevent the accidental loss, misuse or unauthorised access of personal information. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will be authorised to do so and are subject to a confidentiality agreement.

Your information will be stored on a secure server and will be used by our employees during the completion of a transaction, to process payment details and in the general provision of our service to you. If you have consented to receiving marketing information, we will also hold your data on MailChimp servers which are located in the United States, so your information may be transferred to, stored, or processed in the United States. MailChimp participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. To learn more about how your data will be stored through MailChimp, you can view their privacy policy online <https://mailchimp.com/legal/privacy/>. We may also hold your data on our secure customer relationship management (CRM) systems. By submitting your personal data, you agree to this transfer, storing or processing.

Although we will do our best to ensure we protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to prevent any unauthorised access.

We have procedures in place to manage 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.

If you want to find out more about protecting your personal data, please visit Get Safe Online <https://www.getsafeonline.org/> which is supported by HM Government and leading businesses to provide help and advice on data security.

#### **5 Disclosure of Your Information**

We may disclose your personal information to third parties:

- If we are under a duty to disclose or share your personal data with law enforcement or other authorities in order to comply with any legal obligation.
- For the purposes of fraud protection and credit risk reduction.
- To fulfil the agreed contractual service to our customers, with whom due diligence on GDPR compliance is always conducted.

This data sharing enables us to ensure the best service is delivered. We do not anticipate that our data-transferring arrangements will involve a transfer outside of the European Economic Area (EEA), other than the aforementioned MailChimp.

We will not share your personal information with any other third party.

Where data sharing occurs we will attempt to ensure that appropriate safeguards are in place to protect all personal data.

We only retain your data for as long as is necessary and we adopt strict procedures on the retention and destruction of data.

## **6 Changes to Privacy Policy**

Updating our privacy policy helps to improve your experience with us and helps to protect both you and ourselves. We therefore reserve the right to alter this privacy policy without notifying users of the changes made. Any updates to the Privacy Policy will be done so on our website and will be in effect immediately after posting. The most recent version is reflected the version date located at the bottom of this Privacy Policy.

## **7 Accessing, updating and correcting your information – Your Rights**

You have the right to request that we do not process your information for marketing purposes, you also have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information please email us at [gdpr.compliance@charlestaylor.co.uk](mailto:gdpr.compliance@charlestaylor.co.uk) or write to:

Data Protection Officer  
Auctus Limited  
26 Missouri Avenue  
Salford  
M50 2NP

Your right of access can be exercised in accordance with the General Data Protection Regulation. For further information on each of those rights you can visit the Information Commissioner's Office <https://ico.org.uk/>.

We want to ensure that your personal information is accurate and up to date. If any of the information that you have provided to us changes, for example if you change your email address or name, please let us know the correct details by sending an email to [gdpr.compliance@charlestaylor.co.uk](mailto:gdpr.compliance@charlestaylor.co.uk) and we will ensure it is updated.

## **8 Links to other websites**

Our website may contain links to other websites. This Privacy policy applies only to the Charles Taylor and Cerberus Asset Management websites, so when you access links to other websites you should also read their own privacy policies.

If you have any questions, comments or concerns about our privacy policy, or if you simply want to update, delete, or change any Personal Information that we hold about you then please email us directly at [gdpr.compliance@charlestaylor.co.uk](mailto:gdpr.compliance@charlestaylor.co.uk), we aim to respond to you within 48 hours.