

DAS Law Privacy Notice

DAS Law is committed to protecting all personal information or data we may hold about you.

Our Approach to Privacy

The privacy and security of your personal information is very important to us. Typically DAS Law acts as a Data Controller which means we are responsible for ensuring that your data is collected, processed, secured and retained in accordance with applicable Data Protection Legislation.

We are committed to protecting the confidentiality and security of the information that you provide to us. We have in place appropriate technical, physical and organisational security measures to protect against any unauthorised access, damage, disclosure or loss of your information.

We will only collect, process and share personal information about you where we have a genuine reason to do so. Where we share your information with trusted third parties we will ensure that your information is safe and secure through strict procurement controls, contractual obligations and ongoing monitoring.

If you require a printed copy of this notice or have accessibility needs and would like us to provide you with a copy of this notice in a different format, please contact us at colp&cofa@daslaw.co.uk.

The information we collect and how we collect it

We may receive personal information about you when you contact DAS Law, for example by doing any of the following:

- Authorising us to act on your behalf in your legal claim;
- Obtaining telephone legal advice;
- Using our websites;
- Entering into competitions;
- Telephoning, writing by post or email, or communicating via online channels with DAS Law

This information may include:

- Basic personal details such as your name, address, e-mail address, telephone number, date of birth or age, gender, marital status;
- Additional information such as details of your car, your home, your household, your health or your travel arrangements;
- Sensitive personal information, such as health information (for example medical records, existing conditions, family or personal history in relation to some conditions) or disclosures about criminal convictions;
- Information about your employment, including salary;
- National Insurance number, Driving Licence number;
- Bank details;

- Your chosen marketing preferences;
- Whether you require any adjustments to access our services.

We will always be clear why we need this information and the purposes for which we will use it.

Where you are providing information on behalf of a third party please make them aware of this privacy notice.

What is DAS Law's legal basis for processing your personal information?

We will use your information:

- Because it is necessary for the performance of our contract with you or to take steps to enter into a contract with you;
- In order to comply with our legal obligations;
- Because it is in our legitimate interests;
- For establishing, exercising or defending your claim.

Information collected from third parties

If you have the benefit of legal expenses insurance we may receive information about you from DAS Legal Expenses Insurance Company Ltd, your general insurer and/or your insurance broker.

How we use your information to provide services to you

We may use your information to:

- Assess and advise you on your legal claim;
- Conduct any court or tribunal proceedings on your behalf;
- Handle complaints.

How we share your information outside of DAS Law

We may share your information with the following recipients outside of DAS Law:

- DAS Legal Expenses Insurance Company Ltd, your general insurer and/or your insurance broker (if you have the benefit of DAS Legal Expenses Insurance);
- Experts (for the purposes of obtaining evidence to support your claim);
- Medical agencies (for the purposes of obtaining your medical notes and/or a medical report);
- Courts and tribunals;
- Barristers;
- Mediators and/or Arbitrators;
- Investigation agents and/or online tracing and investigation databases;
- Costs draftsmen;
- IT services;

- Document management services;
- Cloud productivity services;
- DAS UK Group Marketing or another authorised third party agency to enable them to seek feedback from you on the service provided by us;
- Authorised third party providers in the event of a business continuity incident;
- Authorised third party provides for the purposes of financial and quality auditing and/or for the purposes of our Professional Indemnity Insurance.

Your information may be disclosed when we believe in good faith that the disclosure is:

- required by law;
- to protect the safety of our employees, the public or DAS UK Group property;
- required to comply with a judicial proceeding, court order or legal process;
- required in the event of a merger, asset sale, or other related transaction; or
- for the prevention or detection of crime (including fraud).

We may share your information with regulatory bodies in the UK or if applicable, overseas, auditors and other insurance companies (directly or via shared databases) when required by law and to prevent and detect fraud.

How we use information to improve our services and customer experience

In order to improve our delivery of services to our customers your information may be used for:

- Reporting and analytic purposes;
- Training and monitoring purposes (for example by reviewing recorded telephone calls and auditing claims);
- Customer satisfaction surveys.

Transferring data outside of the UK

Your information may be transferred outside of the UK for processing, storage, administration or any other use stated in this policy. The purposes and processing associated with any such transfer will comply with UK Data Protection Legislation. By providing your information to DAS Law, you consent to the transfer of your information as described above.

Where it is necessary to send your personal information outside of the UK we will ensure appropriate safeguards are in place to ensure the safety and privacy of your information as set out in this privacy notice.

Managing your marketing preferences

We may:

- provide you with updates on DAS Law products and services via marketing tailored to you, (e.g. online advertising, social media communications), or by direct marketing (e.g. phone, e-mail, text, post); and

- we will always give you the opportunity to ‘opt out’ of direct marketing when you complete a registration with us, or receive any email, text or other direct marketing communication.

You can change your marketing preferences at any other time by contacting us at digital@das.co.uk.

Update your information or change your marketing preferences

Please let us know if your information changes as it is important that the information we hold about you is accurate and up to date.

You can ask us to update or correct your personal information or opt out of DAS Group’s use of your information for direct marketing purposes by contacting us at: digital@das.co.uk.

Online channels

We may use and share information from or with online sources, such as websites, social media and information sharing platforms. This information may be used to help tailor and improve our services and communicate with you effectively, as we know many of our customers use a range of media channels.

Where we use or share information from or with these sources, we will respect any permissions you have set about how you would like your information to be used.

Information we collect through Cookies and similar technologies

We collect information through “Cookies” and other similar technologies (e.g. pixel tags or links), to remember you when you visit the Websites and Apps and so we can improve your online experience to suit your needs. These help us understand how you and others use our Websites and Apps, view our products and respond to our advertising, so we can tailor direct marketing and enhance our overall product and service offering. This also saves you from re-inputting information when you return to the Websites or Apps.

When you visit one of our websites we may record your device information including hardware and software used, general location, when and how you interact with our websites and your registration and log-in activity when you use our online platforms. This information is retained and used to note your interest in our Websites and improve customer use experience.

To find out more about Cookies and related technologies please read our separate [Cookie Policy](#).

Your rights

Under data protection legislation you may have certain rights relating to your information that DAS Group processes:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erase
5. The right to restrict processing
6. The right to data portability

7. The right to object
8. Rights in relation to automated decision making and profiling.

How to find out what information we hold about you

You have the right to request a copy of all the personal information we hold about you in a Subject Access Request. To do this, simply complete the data requests form on our website or write to us at the address below. We will take reasonable steps to confirm your identity before providing you with details of any personal information we may hold about you.

How long will we retain information about you

Typically we retain your personal data for 7 years. We will only retain and use your personal data thereafter as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you would like to learn more about our Data Retention and Disposal Policy please contact us at colp&cofa@daslaw.co.uk.

How to make a data protection complaint

If you are unhappy with the way in which your personal data has been processed you may in the first instance contact the Data Protection Officer:

Data Protection Officer
Mr Michael Lowe
DAS Law Ltd
Trinity Quay
2 Avon Street
Bristol
BS2 0PT
colp&cofa@daslaw.co.uk

If you remain dissatisfied then you have the right to apply directly to the Information Commissioner's Office for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

ico.org.uk

Changes to this Privacy Policy

We may amend this Privacy Policy from time to time for example, to keep it up to date or to comply with legal requirements. You should regularly check this Privacy Policy for updates. If a significant change is made to the use of your personal information in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website.