

Assetsure Privacy Notice. Updated January 2025

To obtain a copy in a pdf format, please click Assetsure **GDPR Privacy Statement**

In accordance with the General Data Protection Regulation and related UK data protection legislation, we are committed to protecting the confidentiality and security of the information that you provide to us.

This Privacy Notice is designed to help you understand how we collect and use your information.

We may collect information from you about you or about other people, for example, family members who may have items insured under your policy. Types of policy we supply that may permit other people to be insured include, Jewellery Insurance, Collectables Insurance, Camera Insurance, Musical Instrument Insurance, Home Insurance, Landlords Insurance, Pedal Cycle Insurance, Hearing Aid Insurance and Legal Expenses Insurance.

If you give us information about another person it is your responsibility to ensure and confirm that:

- you have told the individual who we are and how we use personal information, as set out in this Privacy Policy; and
- you have permission from the individual to provide that personal information to us and for us to use it, as set out in this Privacy Notice.

If you have any questions or queries about this policy, please contact us.

Who we are?

Assetsure (also referred to in this Notice as "we", "us", or "our") means Assetsure a trading name of Hildon Park Limited. Hildon Park Limited is the data controller for Assetsure

How to contact us:

For any questions or concerns relating to this Privacy Policy or our data protection practices, or to make a subject access or any other request regarding the information we hold, please contact us at:

Assetsure
Third Floor
Peek House
20 Eastcheap
London
EC3M 1EB

Tel: 0208 0033 190
email: enquiries@assetsure.com
website: www.assetsure.com

Why we need and how we use your personal information

We may use your personal information to market our products and services to you which may include providing you with information via: telephone, post, e-mail and SMS message. If you do not wish to receive marketing information from us, you can tell us at any time by contacting us as above. You can also text STOP to any text message we send you.

Please note you cannot opt out of us sending you information relating to your contract of insurance, this includes sending you your policy documents and renewal notice.

We only collect, use and store your information where we have lawful grounds and legitimate business reasons to do so.

We collect, use and store your personal information in order to fulfill requests for quotes, products and services as part of our insurance broking, claims handling and risk management business. It may also be used to verify your identity, to administer payments and to enable us to carry out anti-money laundering and other financial crime checks where required. If you pay by installments your information may also be used to arrange credit.

The use of your data is essential for us to check your identity, to enable you to enter into an insurance contract and for the insurance to operate (in the event of a claim, for example). We may also use it to keep our records up to date, to notify you about changes to our service and to help us in developing new products and services.

If you do not provide the information required we are unlikely to be able to arrange your insurance and may not be able to provide certain services to you.

We may monitor calls, emails, text messages and other communications with you. When you contact us we may keep a record of that correspondence and any information provided to us during that or any subsequent communication.

Marketing

We would like to keep you updated about our relevant products and services by email, SMS and/or telephone. If we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes, we will only do so with your consent (if required). Your consent will be obtained specifically at the appropriate time.

If you have already consented and wish us to stop using your information for this purpose or any other purpose, then please contact us.

Nature of personal information

Personal data is any information that may identify a living individual.

We collect personal information such as name, contact details, date of birth, gender, marital status, financial details, employment details and other personal details depending on the nature of the insurance and other services we offer.

We may collect, use and store sensitive personal information such as criminal convictions and medical conditions as necessary in relation to insurances such as, Jewellery, Collectables, Cameras, Musical Instruments, Homes, Landlords, Pedal Cycles, Hearing Aids and Legal Expenses.

This information may be shared with insurers, insurance product providers and our third-party service providers. Where necessary, we shall obtain your consent to the processing of such information.

Sharing information

We will only supply your personal information to other parties where such a transfer is a necessary part of the activities that we undertake, where you give us consent or where we are required to do so by law or regulation (e.g. where the disclosure is necessary for the purposes of the prevention and/or detection of crime).

As an intermediary we must disclose personal information to insurance companies, underwriting agencies, business partners and other parties in order to provide our products and services and to enable you to enter into insurance contracts. Examples of other parties include other insurance intermediaries, loss adjusters, credit & identity checking agencies, regulatory bodies, finance providers, legal and accountancy practices, firms involved in the claims handling process and suppliers of replacement products following claims.

We may share your data with Third Parties for the provision and ongoing performance of your insurance policy and to assist in dealing with claims. We may get and share details of any earlier home and motor policies and claims both directly with other insurers, and by using industry databases such as CUE (Claims Underwriting Exchange) or other registers of losses such as those covering watches. We may pass information relating to your insurance policy and any incident to the operators of these registers, their agents and suppliers

We may also share your information with the Police and law enforcement agencies.

We may also disclose your information to service providers engaged to perform services on our behalf. Such service providers are contractually restricted from using or disclosing the information we give them except as necessary to perform services on our behalf or to comply with legal requirements.

We only share your information if we are satisfied that our partners or suppliers have sufficient measures in place to protect your information in the same way that we do.

We may also disclose personal information to new owners of our business in the event that we are subject to a merger or acquisition. Disclosure may also be made to enable company audits, regulatory inspections or to investigate a complaint, suspicion of fraud or a security threat.

We never share your information outside our organisation for marketing purposes.

You understand that we may disclose the information you provide to relevant other parties for the purposes described in this Notice.

Transfer of personal data outside the UK

Certain personal information held on our Information Technology systems may be transferred across geographical borders in accordance with applicable law.

By providing us with your information, you consent to the collection, international transfer, storage, and processing of your information. These transfers are governed by European Union (EU) standard contractual clauses or equivalent data transfer agreements to protect the security and confidentiality of personal information.

How long we keep information about you

We will keep your information for as long as it is required to enable us to provide quotations, administer your insurances, offer renewal and respond to any claims or complaints (which may arise after the period of insurance has expired). This will usually be a minimum period of seven years or otherwise as determined by law or regulation. Once we decide that we no longer need your information it will be securely and confidentially destroyed. For more information on how we destroy your data, please contact our office.

Your data protection rights

You have certain legal rights under UK data protection law and regulations, summarised as follows:

- **The right to be informed** about our data processing activities, including through Privacy Notices such as this.
- **The right of access** to the personal information we hold about you. To request a copy of this information you must make a subject access request in writing to us.
- **The right of rectification.** You may ask us to correct any inaccurate or incomplete data within one month.
- **The right to erasure and to restrict processing.** You have the right to have your personal data erased and to prevent processing except where we have a legal obligation to process your personal information. You should bear in mind that by exercising this right you may hinder or prevent our ability to provide products and services.
- **The right to data portability.** On your request, we will provide you with your personal data in a structured format.
- **The right to object.** You have particular rights in relation to automated decision making and profiling to reduce the risk that a potentially damaging decision is taken without human intervention. You can object to your personal data being used for automated decision making, profiling, direct marketing or research purposes.

If you want to invoke any of these rights, please write to us at the address stated above by letter or e-mail to the above address. You may also telephone.

On receipt of your request, we will act without undue delay and in any event within one month.

In most cases a fee will not be charged, except where the Data Subject Access Request is manifestly unfounded or excessive then a reasonable fee may be charged for administrative costs. You will be advised of any fee prior to us supplying the data.

Withdrawal of consent

Where you have provided your specific consent to the use of personal data, you may withdraw that consent by contacting us using the above details.

How to make a complaint

If you wish to make a complaint about how we hold or use your data, please contact us at the above address or you may e-mail enquiries@assetsure.com

If you are dissatisfied with how we deal with your complaint, you may contact the Information Commissioner's Office:

The Information Commissioner

Wycliffe House

Water Lane

Wilmslow

SK9 5AF;

Phone: 08456 30 60 60 Website: www.ico.gov.uk

Information from other sources

We may use legal public sources such as the electoral roll and other third-party sources such as credit reference agencies to obtain information about you, for example to verify your identity or check your credit history.

We also obtain information about you from credit reference agencies and similar third parties. Some personal information may be provided to us by third parties such as insurance companies, including other insurance intermediaries. In some cases, you will have previously submitted your personal information to them and given them approval to pass this information on for certain purposes.

Such information will only be obtained from reputable sources which operate in accordance with the General Data Protection Regulation.

We and/or other parties may use your information for purposes such as statistical and trend research and analysis which may include computerised processes which profile you. Automatic profiling helps us understand, predict, and forecast customer preferences and to improve the products and services we offer and to assess which products might be most suitable for you.

Automated Decision Making

We may use automated decision making, including profiling, to assess insurance risks, detect fraud and administer your policy. This helps us decide whether to offer insurance, determine prices and validate claims. If you disagree with the outcome of an automated decision, please contact us at Data Protection Officer Assetsure Third Floor Peek House 20 Eastcheap London EC3M 1EB.

We may amend this Privacy Policy from time to time for example, to keep it up to date or to comply with legal requirements. This latest version was issued in January 2025.