

Privacy Policy

Last Updated to 24 May 2018

At Burnett & Reid LLP, we are committed to protecting your privacy and safeguarding your personal, business and financial information. This Privacy Policy applies to Burnett & Reid LLP and Burnett & Reid Wealth Management Limited (collectively, “Burnett & Reid” “we” or “our”).

The purpose of this Privacy Policy is to inform you about the types of Personal Information that Burnett & Reid collects, uses and discloses. It explains how we use and disclose that information, the choices you have regarding such use and disclosure, and how you may correct that information.

This Privacy Policy is designed to meet the standards prescribed by the Regulation (EU) 2016/679 of the European Parliament and of the Council and the regulations thereunder General Data Protection Regulations (“GDPR”). We also note that in addition to these standards, Burnett & Reid LLP continue to be subject to the client confidentiality rules of the Law Society of Scotland, and Burnett & Reid Wealth Management Limited are subject to regulation by the Financial Conduct Authority.

From time to time, we may make changes to this Privacy Policy. The Privacy Policy is current as of the “last revised” date which appears at the top of this page.

We will treat Personal Information in a manner consistent with the Privacy Policy under which it was collected unless we have your consent to treat it differently. This Privacy Policy applies to any information we collect or receive about you, from any source.

1. What is Personal Information?

“Personal Information” is any information that is identifiable with you, as an individual. This information may include but is not limited to your name, mailing address, telephone number, email address, business facsimile number, date of birth, age, gender, photographic identification, national insurance details, marital status, next of kin details, employment details, health status and related information, financial status, personal references, bank account and credit card information, and credit history. Personal Information, however, does not include your name, business title or business address or business telephone number in your capacity as an employee of an organisation.

2. How do we collect your Personal Information?

We will always collect your Personal Information by fair and lawful means, for example, when you engage us to provide services, provide it to us in connection with a viewing of a property or an application for the lease of a property, use the Burnett & Reid website, or otherwise email, correspond with, or speak to a member of staff or a partner at Burnett & Reid. We collect Personal Information from you and also from certain third party service providers.

From time to time you may voluntarily provide Burnett & Reid with unsolicited personal information – that is, other than where Burnett & Reid has requested that you provide the same (for example, information submitted through the Burnett & Reid website, or by letter or email sent to us). If you do wish to provide such information for any reason, you consent to Burnett & Reid using that information in the ways described in this Privacy Policy or as described at the point where you choose to disclose this information. Further, when providing such unsolicited information, we ask that you do not provide any sensitive information.

With respect to our website, Burnett & Reid may collect information about your visits to our website such as IP address, location, browser type, referral source, length of visit and number of page views. This information may be used to improve our website's usability and for marketing purposes.

Cookies are used on the Burnett & Reid website. A cookie is a text file sent by a web server to a web browser and stored in the browser. The file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may send a cookie which may be stored by your browser on your computer's hard drive. The information we obtain from the cookie could be used to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you.

Browsers usually will allow you to refuse cookies but this could have a negative impact on the usability of many websites.

In addition, in order to properly manage our website, we may anonymously log information on our operational systems, and identify categories of visitors by items such as domains and browser types. These statistics are reported in the aggregate to our webmasters.

To gather visitor statistics and manage cookies, we use electronic images called a "single-pixel GIF" or "Web beacon." Web beacons allow our third-party tracking tools, Adobe Analytics and Google Analytics to gather simple information such as the IP address of your computer, the time the material was viewed and the type of Internet browser used to access the page. This information is tracked on the third party tracking tools' servers and reported in aggregate to our webmasters. If you are concerned about the use of Web beacons you can turn off your browsers' cookies. This action will prevent Web beacons from tracking your specific activity, but the Web beacon may still record an anonymous visit from your IP address.

Finally, Burnett & Reid understands the importance of protecting children's privacy, especially in an online environment such as at our website. The Burnett & Reid website covered by this Privacy Policy are not intentionally designed for or directed at children 16 years of age or younger. It is Burnett & Reid's policy never to knowingly collect or maintain information about anyone under the age of 16, unless necessarily required in connection with a legal or similar matter.

3. Where do we store your Personal Information?

Personal Information provided to us by our clients is primarily kept in our business premises or stored on servers in the European Union. However, except where restricted by contractual arrangements or legal requirements applicable to specific clients, Burnett & Reid also may leverage the services of select service providers. Personal Information that is "in the cloud" may be stored on multiple servers in a number of locations around the world. Rest assured that Burnett & Reid has taken appropriate steps for the protection of Personal Information handled by our service providers. However, information transmitted to other countries may be subject to the laws and lawful disclosure requirements of the jurisdiction(s) where the information is stored.

4. How do we use your Personal Information?

We may use Personal Information for the following purposes (the "Purposes"):

- to provide you with professional legal services, or other agreed services;
- to invoice for services and collect payments;
- to arrange viewings of properties;
- in connection with applications to lease properties from our clients or the management of properties let to you;
- to register you for events and conferences;
- to research, develop, manage, protect and improve our professional services;
- to gather your opinion and feedback through surveys;
- to enrol you in our contests or promotional programs;
- to develop and maintain our relationship with you and communicate with you;

- to process your application for employment and CV;
- to advise you about new services that may be of interest to you (provided that you can choose not to receive any invitations or direct mail from us by indicating your preference as outlined below under Contact Us); and
- such other uses as may be permitted or required by applicable law.

5. To whom do we provide your Personal Information?

We may disclose Personal Information to third parties for the purposes set out in section 4 of this Privacy Policy. Such third parties include other departments and organisations within Burnett & Reid, your other professional advisors, regulators (such as the Law Society of Scotland, Scottish Legal Complaints Commission, Solicitors Regulation Authority, Financial Conduct Authority), and government agencies (such as local authorities, HM Revenue & Customs, Revenue Scotland, National Crime Agency). We may also transfer your Personal Information to third party service providers with whom we have a contractual agreement that includes appropriate privacy standards — such as service providers that provide accountancy support, IT services, telephone support, or data storage or processing.

We may also make disclosures of Personal Information to a potential acquiror in connection with a transaction involving the sale of some or all of the business of Burnett & Reid or as otherwise permitted or required by law, in which case the use of your personal information by the new entity would continue to be limited by applicable law.

In addition, we may send Personal Information outside of the country for the purposes set out above, including for process and storage by service providers in connection with such purposes. These other jurisdictions may include the United States, United Kingdom, Ireland, the Netherlands, Germany and France. In particular, our email correspondence to and from Burnett & Reid goes through Microsoft Exchange servers located within EMEA in the following locations Dublin, Ireland, United States, Amsterdam, The Netherlands, Finland and Austria and is permanently stored on one of these located servers.

However, you should note that to the extent that any Personal Information is out of the country, it is subject to the laws of the country in which it is held, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other country, pursuant to the laws of such country.

With respect to the Burnett & Reid website, this Privacy Policy applies to the website located at www.burnett-reid.co.uk. There are places throughout the website that may link to other websites that do not operate under this Privacy Policy. When you link to other websites, Burnett & Reid's privacy practices no longer apply. For this reason, we encourage visitors to review each site's privacy policy before disclosing any personal information.

6. How do we obtain your consent?

You may provide your consent to us either orally, electronically or in writing. The form of consent that we seek, including whether it is express or implied, will largely depend on the sensitivity of the personal information and the reasonable expectations you might have in the circumstances.

We will not, as a condition of the supply of our professional services or products, require you to consent to the collection, use, disclosure or protection of information beyond that which is required to fulfill the specified and legitimate purposes for which the information is being collected.

With respect to our website, should visitors subsequently choose to unsubscribe from mailing lists or any registrations, visitors may contact us at mail@burnett-reid.co.uk

7. How do we ensure the privacy of your Personal Information when dealing with our affiliates and other third parties?

We ensure that all affiliates and other third parties that are retained to perform services on our behalf and are provided with Personal Information are contractually required to observe the intent of this Privacy Policy and practices.

8. How long will we utilise, disclose or retain your Personal Information?

We may keep a record of your Personal Information, correspondence or comments in a file specific to you. We will utilise, disclose or retain your Personal Information for as long as necessary to fulfill the purposes for which that Personal Information was collected and as permitted or required by law.

9. How can you review your Personal Information that we have collected, utilised or disclosed?

If you make a written request to review any Personal Information about you that we have collected, utilised or disclosed, we will provide you with any such Personal Information to the extent required by law. We will make such Personal Information available to you in a form that is generally understandable, and will explain any abbreviations or codes.

10. How do you know that the Personal Information we have on you is accurate?

We will ensure that your Personal Information is kept as accurate, complete and up-to-date as possible. We will not routinely update your Personal Information, unless such a process is necessary. We expect you, from time to time, to supply us with written updates to your Personal Information, when required.

11. What if the Personal Information we have on you is inaccurate?

At any time, you can challenge the accuracy or completeness of your Personal Information in our records. If you successfully demonstrate that your Personal Information in our records is inaccurate or incomplete, we will amend the Personal Information as required. Where appropriate, we will transmit the amended information to third parties having access to your Personal Information.

12. How fast will we respond to your written requests?

We will respond to each of your written requests not later than thirty (30) days after receipt of such requests. We will advise you in writing if we cannot meet your requests within this time limit. You have the right to make a complaint to The Information Commissioners Office at www.ico.org.uk

13. Are there any costs to you for requesting information about your Personal Information or our Privacy Policy or practices?

We will not charge any costs for you to access your Personal Information in our records or to access our Privacy Policy.

14. How do we know that it is really you requesting your Personal Information?

We may request that you provide sufficient identification to permit access to the existence, use or disclosure of your Personal Information. Any such identifying information shall be used only for this purpose.

15. What safeguards have we implemented to protect your Personal Information?

We have implemented physical, organisational, contractual and technological security measures to protect your Personal Information from loss or theft, unauthorised access, disclosure, copying, use or modification. The only employees who are granted access to your Personal Information are those with a business 'need-to-know' or whose duties reasonably require such information.

16. How do you contact us regarding access to your Personal Information or our Privacy Policy and practices?

All comments, questions, concerns or complaints regarding your Personal Information or our Privacy Policy and practices, should be forwarded to Practice Manager in writing as follows:

Helen Strachan, Practice Manager, Burnett & Reid LLP
15 Golden Square, Aberdeen AB10 1WF
Email: hmstrachan@burnett-reid.co.uk
Telephone: 01224 644333