



Privacy Policy

Blaxsell Financial Planning - Independent Financial Advisor

Blaxsell Financial Planning will be known as the 'controller' of any personal data you provide. We are committed to safeguarding the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your information in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

1. Information We Collect:

We may collect and process the following types of personal information:

- a) Contact Information: Name, address, email address, telephone number.
- b) Financial Information: Income, assets, liabilities, expenses, investment objectives, risk tolerance, financial goals.
- c) Identification Information: Date of birth, national identification number, passport number, driver's license number.
- d) Employment Information: Occupation, employer name, income sources.
- e) Family Information: Marital status, dependents' information.
- f) Communication Information: Records of correspondence and communications with us.

2. How We Use Your Information:

We use your personal information for the following purposes:

- a) Providing Financial Advice: Assessing your financial situation, developing financial plans, recommending suitable investment strategies.
- b) Client Servicing: Communicating with you, responding to inquiries, providing updates on your investments, and managing your accounts.
- c) Compliance with Legal Obligations: Complying with regulatory and legal requirements, including anti-money laundering laws, tax reporting, and fraud prevention.
- d) Improving Our Services: Analysing usage trends, conducting research and analysis to enhance our services, and customising our offerings to better meet your needs.
- e) Marketing: Sending promotional communications about our products and services that may be of interest to you (you may opt-out of marketing communications at any time).

3. How We Share Your Information:

We may disclose your personal information to third parties in the following circumstances:

- a) Service Providers: We may share your information with third-party service providers who assist us in delivering our services, such as custodians, financial institutions, IT providers, and compliance consultants.
- b) Legal Compliance: We may disclose your information as required by law or legal process, such as in response to a court order or government inquiry.
- c) Business Transfers: In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of the transaction.

4. Data Security:

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, disclosure, alteration, or destruction. We restrict access to your information to authorised personnel only and maintain physical, electronic, and procedural safeguards to ensure its confidentiality.



5. Your Rights:

You have certain rights regarding your personal information under the GDPR, including the right to access, rectify, erase, restrict processing, and portability. You also have the right to withdraw consent to the processing of your information (where applicable) and to lodge a complaint with a supervisory authority.

6. Data Retention:

We will retain your personal information for 6 years or as long as necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

7. Updates to this Privacy Policy:

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website or through other appropriate channels.

8. Contact Us:

If you have any questions or concerns about our Privacy Policy or our data practices, please contact us at simon@blaxsellfinancial.co.uk

Effective Date:

This Privacy Policy is effective as of the date indicated below and replaces any previous versions.

31 March 2024