

Privacy Policy.

1. PURPOSE OF THIS NOTICE. This notice describes how we collect and use personal data about you, in accordance with the General Data Protection Regulation 2016 (GDPR), the Data Protection Act 2018 and any other national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK ('Data Protection Legislation'). Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

2. ABOUT ME. For the purpose of the Data Protection Legislation and this notice, We are the 'data controller'. This means that we are responsible for deciding how we hold and use personal data about you. We are required under the Data Protection Legislation to notify you of the information contained in this privacy notice. We will assist you with enquiries in relation to this privacy notice or our treatment of your personal data. Should you wish to contact us you can do so by email to gerry@gerryoriordan.com

3. HOW WE MAY COLLECT YOUR PERSONAL DATA. We obtain personal data about you, for example, when you contact us about our services by email or telephone.

4. THE KIND OF INFORMATION WE HOLD ABOUT YOU. The information we hold about you may include the following: • Your personal details (such as your name, address and telephone number); • Details of contact we have had with you in relation to the provision, or the proposed provision, of our services; • Details of any services you have received from us; • Information from research, surveys, and marketing activities; • our correspondence and communications with you; • information about any complaints and enquiries you make to us.

5. HOW WE USE PERSONAL DATA WE HOLD ABOUT YOU. We may process your personal data for purposes necessary for the performance of our contract with you and to comply with our legal obligations. We may process your personal data for the purposes of our own legitimate interests provided that those interests do not override any of your own interests, rights and freedoms which require the protection of personal data. This includes processing your data for marketing, business development, and statistical purposes. We may process your personal data for certain additional purposes with your consent, and in these limited circumstances where your consent is required for the processing of your personal data then you have the right to withdraw your consent to processing for such specific purposes. Please note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data. Situations in which we will use your personal data in order to: • carry out our obligations arising from any agreements entered into between you and us (which will most usually be for the provision of our services). • provide you with information related to our services and activities that you request from us or which we feel may interest you, provide you have consented to be contacted for such purposes; • seek your thoughts and opinions on the services we provide; and • notify you about any changes to our services. If you refuse to provide us with certain information when requested, we may not be able to perform the contract we have entered into with you. Alternatively, we may be unable to comply with our legal or regulatory obligations. We may also process your personal data without your knowledge or consent, in accordance with this notice, where we are legally required or permitted to do so. Data retention. We will only retain your personal data for as long as is necessary to fulfil the purposes for which it is collected. When assessing what retention period is appropriate for your personal data, we take into consideration: • the requirements of our business and the services provided; • any statutory or legal obligations; • the purposes for which we originally collected the personal data; • the lawful grounds on which we based our processing; • the types of personal data we have collected; • the amount and categories of your personal data, and • whether the purpose of

the processing could reasonably be fulfilled by other means. Change of purpose. Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose. Should it be necessary to use your personal data for a new purpose, we will notify you and communicate the legal basis which allows us to do so before starting any new processing.

6. DATA SHARING. Why might you share my personal data with third parties? We will share your personal data with third parties where we are required by law, where it is necessary to administer the relationship between us or where we have another legitimate interest in doing so. Which third-party service providers process my personal data? The following activities are carried out by third-party service providers: IT [and cloud] services and professional advisory services. We may also need to share your personal data with a regulator or to otherwise comply with the law. All of our third-party service providers are required to take commercially reasonable and appropriate security measures to protect your personal data. We only permit our third-party service providers to process your personal data for specified purposes and in accordance with our instructions. We may share your personal data with other third parties, for example in the context of the possible sale or restructuring of the business.

7. TRANSFERRING PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA (EEA). We will not transfer your personal data outside of the EEA without your expressed consent.

8. DATA SECURITY. We have put in place commercially reasonable and appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

9. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION. Your duty to inform us of changes. It is important that the personal data we hold about you is accurate and current. Should your personal information change, please notify us of any changes of which we need to be made aware by contacting us. Your rights in connection with personal data. Under certain circumstances, by law you have the right to: • Request access to your personal data. This enables you to receive details of the personal data we hold about you and to check that we are processing it lawfully; • Request correction of the personal data that we hold about you; • Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below); • Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this basis. You also have the right to object where we are processing your personal information for direct marketing purposes; • Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it; • Request the transfer of your personal data to you or another data controller if the processing is based on consent, carried out by automated means and this is technically feasible. If you want to exercise any of the above rights, please contact us by email gerry@gerryoriordan.com. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for

access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in certain circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

10. RIGHT TO WITHDRAW CONSENT In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us by email. Once we have received notification that you have withdrawn your consent, we will no longer process your personal information (personal data) for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

11. COOKIES POLICY.

We do not use cookies on our website.

Links to other websites. Our website may contain links to other websites of interest, such as our social media pages or clients we have worked with. Please be aware that if you use these links you are leaving our site, and therefore we have no control over the third party websites. We cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy policy applicable to the website in question.

12. CHANGES TO THIS NOTICE. If we make any changes to our privacy notice in the future, the updated policy will be posted here on our website. This privacy notice was last updated on **21/02/2025.**