

PRIVACY POLICY

We are committed to protecting your privacy. This Privacy Policy explains how we collect and use the personal information about you and who we share it with.

We are Armstrong Rural Ltd, Company Number 16142903, the registered office is Park House, Milburn, Penrith CA10 1TN. We are regulated by the Royal Institution of Chartered Surveyors.

This Policy explains how we use your personal data, how it is collected and held. It also explains your rights under the law relating to your personal data.

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’. Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

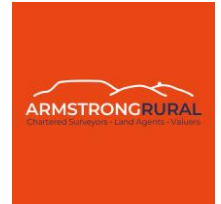
The personal information we collect may include:

- Your full name and postal address.
- Your telephone and fax numbers.
- Your email address.
- Your date of birth and place of birth
- Your bank account details.
- Information relating to your identity including photographic and place of residence identification.
- Sectors and geographic areas you are interested in.
- Your future communication preferences.

We only use your personal information if we have a legal basis for doing so, for example; to provide you with the services you have requested, for employment related purposes, to comply with our legal and regulatory obligations, for our legitimate interests and also to provide you with marketing communications if you would like to receive these.

We will hold your personal information on our client management systems and use this to provide you with marketing information by email, telephone or post, including, but not limited to: sending you newsletters or updates, and invitations to events, such as shows and seminars. We have a legitimate interest in processing your personal information for our business development purposes. This means we do not usually need your consent to send you updates and information about our services. However, where consent is needed (for example to send you electronic communications), we will ask for this consent separately and clearly. You have the opportunity to opt out of receiving such information at any time.

There may be occasions when, in order to provide a contracted service to you and/or meet our legal obligations, we will need to pass your data to third party organisations. These organisations may include, but are not limited to, HMRC, the Rural Payments Agency, Natural England and other governmental organisations, law enforcement agencies, other professional organisations such as solicitors and accountants, and to suppliers sub-contracted by us to carry out work on your behalf. Other than when we are legally obliged to do this, we will not pass your information to third parties without your consent. If any



of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8. If any personal data is transferred outside of the EEA, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR.

Your personal data will only be retained for as long as necessary for the purposes we collected it for, including satisfying any legal, accounting or reporting requirements. This means your data will be deleted if you withdraw consent to processing or the data is no longer required or is inaccurate. We may retain your personal information for longer than the period for which we are providing services to you where we have statutory or regulatory obligations to do so, or where we may need to retain the information in case of a legal claim.

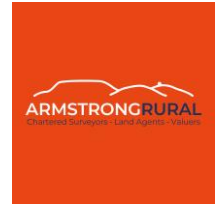
We take the security and privacy of our customers' personal information extremely seriously and we have strict internal procedures which cover the storage, access and disclosure of your information. Information may be held at our offices, in secure file storage or on secure servers and may also be held by third party agencies and service providers as described above. We have procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally obliged to do so.

We use cookies on our website to manage the operation and performance of our sites. Cookies are small data text files that are placed on your computer when you visit a website. Cookies help to make websites work efficiently and provide us with information about how our website is used.

When you visit our website, we use cookies to enable us to collect standard internet log information and visit behavioural patterns. Cookies automatically identify your browser whenever you interact with our site. This helps us to make our site more responsive to your needs and to track and manage information relevant to your specific interest. In this way we can tailor our site to you, deliver a better and more personalised service and track the pages on our site that you are interested in. Certain cookies may be set as soon as you visit our site. You can choose to manage the cookies we use on our site through your browser settings at any time. For more information about how to do this, and about cookies in general, you can visit: www.allaboutcookies.org. You should note that if you do not accept the cookies or subsequently choose to disable cookies, you may not be able to access all the services on our site.

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, ie the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.



g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

h) Rights relating to automated decision-making and profiling. We do not currently use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us. Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau. If you have any cause for complaint about our use of your personal data, you can seek recourse through our Complaints Procedure which is available on our website or from our trading address. If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF, telephone 01625 545745, email enquiries@ico.gsi.gov.uk