



# HOWARDLOCK

INTELLECTUAL PROPERTY

Regulated by IPReg

Chartered Patent Attorney | European Patent Attorney | Trade Mark Attorney

## PRIVACY NOTICE

We ask that you read this Privacy Notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how you can contact us and supervisory authorities in the event you have a complaint.

### Who we are

Howard Lock Intellectual property collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union (including in the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws.

### The personal information we collect and use

#### Information collected by us

In the course of instructions to Howard Lock Intellectual Property, we will collect the following personal information when you provide it to us:

- Your name and contact information, to include, address, email address, telephone number and name of company who employs you.
- Information to enable us to check and verify your identity, eg your date of birth and nationality.
- Your gender information, if you choose to give this to us.
- Your billing information, transaction and payment card information.
- Intellectual Property rights held by you.

This personal information is required to provide services to you. If you do not provide the personal information we ask for, it may delay or prevent us from providing services to you.

### How your personal information is collected

We collect most of this personal information directly from you – in person, by telephone, text or email. However, we may also collect information:

- From publicly accessible sources, eg Companies House.
- Directly from a third party, eg Customer due diligence providers.

### How and why we use your personal information

Under Data Protection law, we can only use your personal information if we have a proper reason for doing so, eg:

- To comply with our legal and regulatory obligations.
- For the performance of contract with you or to take steps at your request before entering into a contract.
- For our legitimate interests or those of a third party.
- Where you have given consent.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use (process) your personal information for and our reasons for doing so.

<b>What we use your personal information for</b>	<b>Our reasons</b>
To provide services to you	For the performance of our contract with you, or to take steps at your request before entering into a contract
Other processing necessary to comply with professional, legal and regulatory obligations that apply to our business	To comply with our legal and regulatory obligations. The data may be published by an Intellectual Property office.
To gathering and providing information required by or relating to audits, enquirers or investigations by regulatory bodies	To comply with our legal and regulatory obligations
Statutory returns	To comply with our legal and regulatory obligations

Marketing our services to existing and former customers, third parties who have previously expressed an interest in our services and third parties with whom we have had no previous dealings	For our legitimate interest or those of a third party, ie to promote our business to existing and former customers
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If we think it may be necessary to data share in order to complete your instructions with Howard Lock Intellectual Property, some of those third party recipients may be based outside the European Economic Area (EEA), for further information including how we safeguard your personal data when this occurs, please see 'Transfer of your information out of the EEA'.

Whether information has to be provided by you, and if so why

The provision of your name and address is required from you to enable us to perform in accordance with the contractual obligations. We will inform you at the point of collecting information from you, whether you are required to provide the information to us.

How long your personal information will be kept

We will hold keep your personal information while you have an account with us, or we are providing services to you. Thereafter, we will keep your personal information for as long as is necessary:

- To respond to any questions, complaints or claims made by you or on your behalf.
- To show that we treated you fairly.
- To keep records required by law.

We will not retain your personal information for longer than necessary for the purposes set out in this policy.

Data is destroyed after the completion of the period set by the Limitation Act 1980 being six years from the time that the data is no longer required to carry out the necessary work, which may be after the Intellectual Property right has expired.

**Transfer of your information out of the EEA**

We may transfer your personal information to any Country upon your instruction to file a patent, design or trade mark application which may be located outside the European Economic Area (EEA) to include but not limited to USA, Australia, Japan and China.

We may transfer your personal information to Xero Limited and their subsidiaries who are our accountancy provider based in New Zealand.

Such countries may not have the same data protection laws as the United Kingdom and EEA. Whilst the European Commission has not given a formal decision that such countries provide an adequate level of data protection similar to those which apply in the United Kingdom and EEA, any transfer of your personal information will be subject to your instructions.

If you would like further information please contact us (see 'How to contact us' below). We will not otherwise transfer your personal data outside of the United Kingdom, EEA or to any organisation (or subordinate bodies) governed by public international law or which is set up under any agreement between two or more countries.

### **Your rights**

Under the [General Data Protection Regulation](#) you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to us
- let us have enough information to identify you
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates

### **Keeping your personal information secure**

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### **How to complain**

We hope that we can resolve any query or concern you raise about our use of your information.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

### **Changes to this privacy notice**

This privacy notice was published in June 2018.

We may change this privacy notice from time to time, when we do we will inform you via email correspondence.

### **How to contact us**

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to [howard@howardlock.co.uk](mailto:howard@howardlock.co.uk) or call 0114-218-0693, or write to us at Howard Lock Intellectual Property, Westthorpe Business Innovations Centre, Westthorpe Fields Business Park, Killamarsh, Sheffield S21 1TZ.