

Privacy Policy and Cookies Policy

We at K3 Capital Group (“**we**” or “**our**” or “**us**”) want to make sure all the personal information we have collected about you is safe and secure whether we collect it through our website <https://www.k3.tax/> or from other sources. This Policy sets out our commitments to you, in compliance with and beyond the General Data Protection Regulation (commonly known as the **GDPR**) and explains how we collect, store, and use your personal information.

K3 Capital Group is not required to appoint a Data Protection Officer. However, Gary Edwards, Marketing Manager, at K3 Capital Group is responsible for matters relating to Data Protection.

If you have any questions about this Policy or what we do with your personal information, contact details are set out in the “**Contact**” section below.

PRIVACY NOTICES

Collecting specific, relevant personal information is a necessary part of us being able to provide you with any services or products you may request from us or in providing services or products to our customers and members, providing you with information you have requested or just managing our relationship with you, whoever you are.

When we hold or use your personal information as a **data controller or controller** (*see below for a description of what this is*) we will provide you with a privacy notice which sets out in detail what information we hold about you (such as your contact details, address, etc.), how your personal information may be used and the reasons for these uses, together with details of your rights.

Where we collect personal information from you directly, we will provide this privacy notice at the time we collect the personal information from you. Where we receive your personal information indirectly, we will provide this privacy notice when we first contact you, first pass the data to someone else or within a month, whichever is the earlier.

We will only provide this privacy notice to you once, generally at the start of our relationship with you. However, if the applicable privacy notice is updated substantially, then we may provide you with details of the updated version. You are encouraged to check back regularly for updates.

Copies of our current privacy notices, which are listed below, can be found at <https://www.k3.tax/>.

- Client privacy notice;
- Prospective employee privacy notice; and
- Privacy notice for everyone else external to our organisation, “rest of the world”

Please note that it is possible for you to be covered by more than one privacy notice, for example you may be a supplier to our business but also a client of our business. In this example both our client privacy notice and our rest of the world privacy notice would apply to you, but for different categories of your personal information.

THE DIFFERENCE BETWEEN DATA CONTROLLERS/PROCESSORS

A **data controller or controller** is a person or organisation who controls how personal information is processed and used. Data controller or controller are two terms that mean the same thing. A **data processor** is a person or organisation who processes and uses personal information in accordance with the instructions of a third party, i.e., the data controller or controller.

This distinction is important. You have certain rights in relation to your personal information, for example the right to be provided with the personal information held about you and details of its use and the right to have certain of your personal information either erased or anonymised, commonly referred to as the right to be forgotten (*see below to see what rights you have*). These rights can generally only be exercised against a controller of your information.

In most cases we will be a controller of your personal information. In any case where we are not a controller this means that you cannot exercise these rights against us directly (i.e., where we only act as a data processor), but you can do so against the controller (i.e. the person who controls how we process the personal information). In these cases, we will endeavour to inform you who is the controller of your personal information so that you can direct any such requests to them.

Privacy Policy and Cookies Policy

Also, it is only a controller that will provide you with a privacy notice about your personal information, so where we process your personal information as a controller, we will provide you with a privacy notice. Where we process your personal information as a data processor for a third party, that third party should provide you with a privacy notice which will set out details regarding the processing of your personal information, which should also include the processing to be carried out by us on their behalf.

HOW DO WE USE YOUR PERSONAL INFORMATION?

Where we are a controller, we will use your personal information as described in the privacy notice provided to you, but, for example, we may use your personal information to administer our relationship with you or to send you information we think you might find useful. To see how we use your personal information as a controller, copies of our current privacy notices, which are listed below, can be found at <https://www.k3.tax/>.

- Client privacy notice;
- Prospective employee privacy notice;
- Privacy notice for everyone else external to our organisation, “rest of the world”; and

WHO DO WE SHARE YOUR PERSONAL INFORMATION WITH?

Details of how we disclose your personal information are set out in the relevant privacy notice provided to you, but generally it is where we need to do so in order to run and operate our organisation (e.g., where other people process information for us). In such circumstances, we will put in place arrangements to protect your personal information. Outside of that we do not disclose your personal information unless we are required to do so by law.

If we as a controller transfer personal information about you outside the European Economic Area (EEA), we will let you know and ensure that all reasonable security measures are taken and that any third-party processors will be required to process the information in accordance with information protection laws and we will notify you in your privacy notice if we are the information controller.

We do not sell, trade, or rent your personal information to others; except we may provide it as part of our client services.

HOW LONG DO WE HOLD ON TO YOUR PERSONAL INFORMATION?

Further details of how long we hold onto your personal information for are set out in the relevant privacy notice provided to you, but we will only hold your information for as long as is necessary or where you ask us to delete records, we may delete it earlier.

The duration for which we retain your personal information will differ depending on the type of information and the reason why it was collected. However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained for at least six years in accordance with usual commercial practice and regulatory requirements.

WHAT ARE YOUR RIGHTS?

Full details of your rights set out in the relevant privacy notice provided to you, but you are entitled by law to ask for a copy of your personal information at any time. You are also entitled to ask us to correct, delete or update your personal information, to send your personal information to you or another organisation and to object to automated decision making. Where you have given us your consent to use your personal information in a particular manner, you also have the right to withdraw this consent at any time.

To exercise any of your rights, or if you have any questions relating to your rights, please contact us by using the details set out in the "**Contact**" section below. You can also unsubscribe from any **direct marketing** by clicking on the unsubscribe link in the marketing messages we send to you.

You should note that some of your rights may not apply as they have specific requirements and exemptions which apply to them, and they may not also apply to personal information recorded and stored by us. However, your right to withdraw consent or object to processing for direct marketing are absolute rights.

If you are unhappy with the way, we are using your personal information you can complain to the UK Information Commissioner’s Office or your local data protection regulator. More information about your legal rights can be found on the Information Commissioner’s website at <https://ico.org.uk/for-the-public/>. However, we are here to help and would encourage you to contact us to resolve your complaint first.

Privacy Policy and Cookies Policy

LINKING WITH THIRD PARTY SITES

Our website may, from time to time, contain links to and from the websites of associated companies, regulatory bodies, R3 and other relevant industry bodies. If you follow a link to any of these websites, please note that these websites have their own privacy policies, and they will be a data controller of your personal information. We do not accept any responsibility or liability for these policies, and you should check these policies before you submit any personal information to these websites.

In addition, if you linked to this website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners or operators of that third-party site and recommend that you check the policy of that third party site and contact its owner or operator if you have any concerns or questions.

SECURITY

We employ a variety of technical and organisational measures to keep your personal information safe and to prevent unauthorised access to, or use, or disclosure of it. Unfortunately, no information transmission over the Internet is guaranteed 100% secure nor is any storage of information always 100% secure, but we do take all appropriate steps to protect the security of your personal information.

COOKIES

Certain parts of our website use "cookies" to keep track of your visit and to help you navigate between sections. A cookie is a small data file that certain websites store on your computer's hard drive when you visit such websites. Cookies can contain information such as your user ID and the pages you have visited. The only personal information a cookie contains is information that you have personally supplied.

We use cookies on our website to enable us to deliver content that is specific to your interests and gives us an idea of which parts of the website you are visiting and to recognise you when you return to the website. Reading cookies does not give us access to other information on your computer's hard-drive and our website will not read cookies created by other websites that you have visited.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. If, however, you select this setting you may be unable to access certain parts of the website. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies when you access the website.

Please note providers of third-party content may also use cookies over which we have no control. For detailed information on the cookies, we use and the purposes for which we use them see the table at the end of the policy.

LOG FILES

In common with most websites, our website logs various information about visitors, including internet protocol (IP) addresses, browser type, internet service provider (ISP) information, referring / exit pages and date / time stamp.

We may use this information to analyse trends, administer the website, track your movement around the website and gather broad demographic information.

CHANGES TO THIS POLICY

Any changes we may make to this Policy in the future will be posted on our website and, where appropriate, notified to you by e-mail. When we change this Policy in a material way, we will update the version date at the bottom of this page. Please check back frequently to see any updates or changes to this Policy and should you object to any alteration, please contact us as set out in the "**Contact**" section below.

CONTACT

In the event of any query or complaint in connection with the information we hold about you, please email info@k3capitalgroupplc.com.

Whilst this privacy policy sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

COOKIES

Marketing:

Privacy Policy and Cookies Policy

Marketing cookies are used to track visitors across websites. They are used to display ads that are relevant and engaging for the individual user.

Cookie	Name	Purpose	More information
www.k3.tax	utm_medium	This cookie is used to record from where the visitor came to the website originally. This information is used by the website operator to know the efficiency of their marketing.	session
www.k3.tax	utm_slug	No description	session
www.k3.tax	utm_id	No description	session

Statistics:

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Cookie	Name	Purpose	More information
www.k3.tax	utm_url	No description	session
www.k3.tax	utm_source	This cookie is used to record from where the visitor came to the website originally. This information is used by the website operator to know the efficiency of their marketing.	session
www.k3.tax	utm_term	This cookie is used to record from where the visitor came to the website originally. This information is used by the website operator to know the efficiency of their marketing.	session
www.k3.tax	utm_content	This cookie is used for storing the session content value if present.	session
www.k3.tax	utm_campaign	Google Ad Services sets this cookie to store session campaign value if present.	session
.k3.tax	_gid	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	1 day
.k3.tax	_gat_gtag_UA_*	Google Analytics sets this cookie to store a unique user ID.	1 minute
.k3.tax	_ga	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	1 year 1 month 4 days
.k3.tax	_ga_*	Google Analytics sets this cookie to store and count page views.	1 year 1 month 4 days

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You may opt-out to advertising at any point using the EDAA opt-out program - currently available at <http://www.youronlinechoices.eu/>