

# Privacy Notice

## How we use personal information

This document explains how we collect, use and store personal information relating to individuals in a professional capacity when working for/as businesses who have a business relationship or transact business with us or provide us with a service, such as brokers, intermediaries and business contacts. When we refer to individuals, this includes any identifiable living person whose personal information we receive in connection with entering into and administering business relationships.

We have a separate privacy notice for customers relating to how we use their information to provide LV= insurance products and services. This is accessible at: [www.lv.com/insurance/data-protection](http://www.lv.com/insurance/data-protection).

We want you to be confident about how we use personal information. As a regulated company and data controller, we take the responsibilities for the security and management of personal information seriously. That is why we invest in our systems and processes to make sure the way we collect, use, share, and store the information meets both the regulatory and our own high standards.

## Who we are and how to contact us

The Liverpool Victoria General Insurance Group (LVGIG) includes Liverpool Victoria Insurance Company Limited (LVIC) which includes Buddies Enterprises Limited (BEL) trading as ElectriX and Highway Insurance Company Limited (HICO). LVGIG is part of the Allianz Group. The Allianz UK Group includes insurance companies, insurance brokers and other companies owned by the Allianz UK Group. Please see [link](#) for a detailed list of these companies.

More information can be found at [www.lv.com/insurance/about-us](http://www.lv.com/insurance/about-us)

The Liverpool Victoria General Insurance Group (LVGIG) includes Liverpool Victoria Insurance Company Limited (LVIC) and Highway Insurance Company Limited (HICO). LVGIG is part of the Allianz Group. More information can be found at [www.lv.com/insurance/terms/lv-companies](http://www.lv.com/insurance/terms/lv-companies)

The data controller of any personal information given to us about you is either Liverpool Victoria Insurance Company Limited or Highway Insurance Company Limited.

If you have any questions about how we process personal information, please get in touch with us by writing to: GI Customer Support, LV=, County Gates, Bournemouth, BH1 2AT or by emailing [GICustomerSupport@LV.co.uk](mailto:GICustomerSupport@LV.co.uk)

You can also contact our Data Protection Officer by writing to: Data Protection Officer, 57 Ladymead, Guildford, Surrey, GU1 1DB, or via email at [dataprotectionofficer@allianz.co.uk](mailto:dataprotectionofficer@allianz.co.uk)

## Personal information rights

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

You have the right to:

- *access* the personal information we hold about you
- *correct* personal information you think is inaccurate or to update information you think is incomplete
- have personal information *deleted in certain circumstances*
- *restrict* us processing personal information, under certain circumstances
- receive personal information in a *portable* format – this only applies to information you have provided to us
- *object* to us processing personal information, under certain circumstances

You can also ask us to have a team member review an automated decision.

If you want to find out more or to exercise these rights, please contact us by writing to: Data Protection Officer, 57 Ladymead, Guildford, Surrey, GU1 1DB, or via email at [dataprotectionofficer@allianz.co.uk](mailto:dataprotectionofficer@allianz.co.uk)

## How we collect, use and share personal information

We only collect information that we need and have strict controls to keep it safe. We collect personal information as part of business to business relationships when you are acting on behalf of an organisation/business.

The personal information collected is used to administer, manage and service our business agreements. We collect personal information such as name, address, email address, telephone number, date of birth and financial details. Information will be held in digital and / or paper files.

We collect personal information when you provide information to us through online or paper business application forms or when you contact us by telephone or email.

The personal information we collect will be used by us and third parties who process information on our behalf.

## Legal grounds for processing personal information

We collect personal information to carry out our responsibilities resulting from any business or commercial agreements that are entered into with us.

As a regulated financial services organisation, we are required to comply with legal and regulatory obligations. This includes meeting responsibilities we have to our regulators, tax officials, law enforcement and any other legal responsibilities we have such as the prevention, detection and reporting of fraud and other financial crime.

We will process personal information for our legitimate interests, when we have a business reason to do so. This includes but is not limited to:

- developing, improving, and personalising our products, pricing and services
- enhancing our service and relationship (e.g. market research, business analysis, providing relevant product and service information)
- providing you with business to business marketing information about our services or products
- helping to detect and prevent fraud and financial crime
- developing and improving our administration, security systems and insurance applications
- sharing it with third parties in the event of organisational change (e.g. if we bought or merged with another organisation)
- sharing personal information with other LV= companies and the Allianz Group

If we need consent to process personal information, we will ask for this first. This consent can be withdrawn at any time.

### **Bank account and payment card details**

It may be necessary for us to process your bank account or payment card details during our relationship with you. We use a secure payment processor for all card payments. When a payment is processed, we share the details of the payer, such as the cardholder name and billing address, with the processor. We also share with them contact details provided by you so that your bank can authenticate the transaction and help protect you against fraud. In response, we receive a unique transaction code and an extract of your card number, which we store as a record of the transaction.

### **International transfers**

In the event that we process personal information outside the UK, the processing in those locations is protected by UK and European data standards.

If the information you provide to us is transferred to countries outside the UK and the European Economic Area (EEA) by us or our suppliers, steps will be taken to make sure appropriate security measures are in place with the aim of ensuring that your privacy rights continue to be protected.

## **The Industry Databases and Institutions we check and exchange information with**

### **Financial crime and fraud prevention agencies**

The personal information we have collected (e.g. we have to screen at firm and director level of anyone we remunerate) will be shared with crime and fraud prevention agencies, including their members, law enforcement and other relevant organisations. LV= and these organisations will use it to prevent financial crime and fraud and to verify your identity. If financial crime or fraud is detected, you could be refused certain services, finance or employment.

### **Regulatory bodies**

Personal information will be used or disclosed as required to regulators, for example Financial Conduct Authority (FCA), The Prudential Regulation Authority (PRA), Information Commissioner's Office (ICO) and Financial Ombudsman Service (FOS), to monitor and enforce our compliance with any regulation.

### **Credit reference agencies (CRA)**

In accordance with the terms of business agreement, we will supply personal information about Directors and other professional business clients to credit reference agencies (CRAs) and they will give us information, such as financial history. We do this to assess creditworthiness, check identity, trace and recover debts and prevent fraud and other financial crime.

We will also continue to exchange information with CRAs on an ongoing basis, including settled accounts and any debts not fully repaid on time. CRAs will share personal information with other organisations. This data will also be linked to the data of any joint applicants or other financial associates.

The identities of the CRAs and the ways in which they use and share personal information are explained in more detail at [experian.co.uk/crain](http://experian.co.uk/crain), [www.transunion.co.uk/crain](http://www.transunion.co.uk/crain) and [equifax.co.uk/crain](http://equifax.co.uk/crain).

### **Public information**

We may use public information (such as the FCA register, electoral roll, county court judgements, bankruptcy or repossessions).

### **Social media and published information**

We may use published information, including social media, for prevention and detection of fraud.

### **Marketing**

We'll use personal information to identify appropriate audiences for our advertisements. The selected partners we work with to do this do not use your information for their own purposes and we make sure they delete it once we've identified advertisement audiences. We work with selected partners to display relevant online and offline advertisements, such as on third-party websites, social media platforms.

We may send you marketing information by email, post, phone and/or SMS related to our products and services. If you do not want to receive marketing, you can contact [dataprotectionofficer@allianz.co.uk](mailto:dataprotectionofficer@allianz.co.uk) to opt out.

If you opt out of marketing, this will not stop you from receiving important service related information that we need to tell you relating to our business relationship.

### **Automated decision making and profiling**

If you receive marketing information from us, profiling and automated decision making may be used to make our marketing more relevant, e.g. personalising the channels used to market to you, the marketing messages you receive and the information you are sent.

Where we make an automated decision that has a legal or substantially similar effect, you may request a team member to review that decision. We will consider your comments and assess whether the decision was made correctly

### **Competitions, prize draws and similar promotions**

If you participate in any of our competitions, prize draws and similar promotions, we will use your personal information to administer these activities. These activities have additional terms and conditions which will contain more information about how we use and share your personal information.

If you send us your personal information to enter a competition, prize draw or similar promotion, we will process your entry details to allow for winners to be contacted after the closing date. Please refer to the specific terms and conditions of the competition, prize draw or promotion that you are entering for further details. If you enter via social media channels, your personal information is subject to the retention and deletion process of that channel, so please refer to them directly for information on how your data will be processed.

### **Market research agencies**

We may share personal information with market research agencies who will conduct market research and business analysis on our behalf.

### **Communications**

When you contact us, personal information that you give us will be recorded and stored on our systems. Calls and web chats may be recorded. This helps us improve our service, train our staff, respond to complaints and prevent fraud and other financial crime.

All communications will be in English. You can get documents from us in writing, Braille, large print or audiotape by contacting us.

### **Cookies and similar technologies**

We use third-party advertising technology on our website, apps and emails, such as the use of cookies or small text files on our website or pixels within emails. We use cookies and similar technologies to provide online services, enhance your online experience, deliver content when you are browsing elsewhere and help us understand how our website, apps and emails can be improved. We do not store any contact details or banking information.

If you want to find out more about our use of cookies, please see our cookie policy on our website for more information.

### **Specialist services we use**

We use other companies to provide some services, e.g. banks and building societies, legal service providers, communication services, debt recovery agencies, marketing agencies, reward voucher and incentive scheme administrators, fraud and other financial crime investigation services etc. They will be given the personal information they (or their sub-contractors) need to manage their service.

### **Other information we use**

We use the following to provide our services.

- payment validation (e.g. the registered address of the card)
- geo location data (e.g. information that can be used to find an electronic devices location)
- device recognition ( e.g. the device you have been using to access LV=)
- ANPR (automated number plate recognition) (e.g. to identify the movements or whereabouts of a vehicle)

### **How long we keep personal information**

If you contact us by telephone and the calls have been recorded, we will keep a copy of the call recording for up to three years to allow us to manage complaints, for training and monitoring purposes and to prevent and detect fraud or financial crime.

Personal information will be held for up to 4 years after the termination of the agency or the end of your business interactions with us for audit trail purposes, to allow for the completion of services under the business agreement, to help settle any potential disputes or to appropriately respond to agency re-applications.

In some cases where there is a valid reason to retain the data, it will be necessary for us to hold your information past the specified retention periods listed. For example, where there is a legislative or relevant regulatory requirement or for the purposes of any court proceedings or if there are reasonable grounds to believe that the data needs to be retained for legal proceedings or the party, to whom the data relates, provides their consent.

### **Right to make a complaint**

If you have any questions or concerns about the way we process personal data, please contact us at [dataprotectionofficer@allianz.co.uk](mailto:dataprotectionofficer@allianz.co.uk)

If you are not satisfied with the outcome of your query, you can contact the Information Commissioner's Office on 0303 123 1113 or visit [ico.org.uk/concerns](https://ico.org.uk/concerns).

### **Changes**

This Privacy Notice was last updated in October 2023. We may change this information from time to time. Any changes will be made available on our website.