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# Privacy

## Introduction

Greenfield Recovery Limited is committed to privacy issues. This privacy statement details our approach on such matters. If you have queries relating to privacy issues, please address them to: [info@greenfieldrecovery.co.uk](mailto:info@greenfieldrecovery.co.uk) or Greenfield Recovery Limited, Trinity House, 28-30 Blucher Street, Birmingham B1 1QH.

## Our Privacy Notices

- Direct Marketing Privacy Notice
- Insolvency Privacy Notice

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## Direct Marketing Privacy Notice

The Data Controller is Greenfield Recovery Limited (“GRL”) of Trinity House, 28-30 Blucher Street, Birmingham B1 1QH.

### How do GRL use your personal information?

We process personal information based on consent for the purpose as stated at the point of collection on our web site. During a phone call, any provided personal information is processed for your convenience as a legitimate business interest and is for our use only.

Typically, identifying information (name, organisation, telephone, email) is collected to provide relevant information. You may update your ‘preferences’ or ‘unsubscribe’ from any information service at any time or do so by contacting us at [info@greenfieldrecovery.co.uk](mailto:info@greenfieldrecovery.co.uk).

We may also process personal information for other related legitimate business interests. E.g. fraud prevention/network and information systems security/data analytics/enhancing, modifying or improving our services/identifying usage trends/determining the effectiveness of promotional campaigns and advertising.

“Legitimate Interests” means the interests of our company in conducting and managing our business [to enable us to give you the best service/products and the best and most secure experience].

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Your personal data will only be retained for as long as is required for the purposes for which it was collected or as required by law.

GRL do not collect or compile personally identifying information for dissemination or sale to outside parties for consumer marketing purposes, or host mailings on behalf of third parties.

You have the right to object to this processing and if you wish to do so please contact us at [info@greenfieldrecovery.co.uk](mailto:info@greenfieldrecovery.co.uk).

### Transparency

We are dedicated to providing reasonable access to visitors who wish to review the personal information retained, if any. In all cases we will treat requests to access

information or change information in accordance with applicable legal requirements. Please email us at [info@greenfieldrecovery.co.uk](mailto:info@greenfieldrecovery.co.uk).

## Changes to our Privacy Notice

GRL reserves the right to modify or amend this privacy statement at any time and for any reason. Nothing contained herein creates or is intended to create a contract or agreement between GRL and any user visiting the GRL website.

## Cookies

Like most websites, to assist in providing a customised experience we use small text files called cookies which are placed on your hard drives via the browser.

Cookies are anonymous and do not collect personal information such as your name or email address but if you are uncomfortable with the use of them most browsers permit users to opt-out of receiving them. You may also delete cookies from your system after your visit.

Unless you have adjusted your browser setting so that it will refuse cookies, our website will issue cookies as soon as you visit our site and by using the GRL website you agree that we may place these on your system or device.

A list of all of the cookies used on the GRL website are set out below. Brief details of the purpose of these cookies is also set out with a guide to indicate the nature of the cookies:

Owner	Name	Purpose	Lifespan
Google Analytics	__utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.	2 Years from set/update
	__utmt	Used to throttle request rate.	10 min
	__utmb	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	30 min
	__utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie	End of browser session

			to determine whether the user was in a new session/visit.	
		__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	6 months from set/update
		__utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update
		__ga	Used to distinguish users	2 years
		__gid	Used to distinguish users	24 hours
		__gat	Used to throttle request rate	1 minute
Cloudflare		__cfduid	Identify individual clients behind a shared IP address and apply security settings on a per-client basis. Does not correspond to any user ID in web application, and does store any personally identifiable information.	5 years

Further information about [controlling cookies](#).

## Re-marketing

- Our website uses the Google AdWords re-marketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the GRL website.
- You can set [preferences](#) for how Google advertises to you. You can opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt out page](#).

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## Social Media

- Our website includes social media features, such as ‘Share This button’ and interactive mini-programs (Live Chat, Reviews) that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Your interactions with these features are governed by the privacy policy of the company providing it.
- In order to post comments on our website (i.e. our blogs) you must sign into Facebook, Twitter, Disqus or Google, as we use a ‘social-media plugin’ to allow users to leave comments on our blogs. No personal information is tied to your posts.

## Insolvency Privacy Notice

This notice sets out the principles upon which we receive and process personal data in relation to insolvency appointments and provides information we are required to disclose pursuant to the General Data Protection Regulation (GDPR).

### The name and contact details of our organisation

The Data Controller is Greenfield Recovery Limited of Trinity House, 28-30 Blucher Street, Birmingham B1 1QH.

Where an Insolvency Practitioner is appointed as an officeholder, data may be generated as part of that assignment. The officeholders of our firm are Sajid Sattar, Margaret Carter and Alex Dunton.

### The name and contact details of our representative

Any officeholder of this firm (listed above) may be contacted in relation to Data Protection matters arising in relation to formal insolvency appointments. They can be contacted by phone on 0121 201 1720.

### The purposes of the processing

The Insolvency Practitioners of this firm are licensed by the Institute of Chartered Accountants in England and Wales to provide advice to companies and individuals regarding their financial circumstances and act as Liquidator, Administrator, Trustee in Bankruptcy, Supervisor of a Voluntary Arrangement or Administrative Receiver.

The officeholders' duties and responsibilities are governed by statutory and regulatory obligations, primarily the Insolvency Act 1986. The purpose of processing personal data is to enable the officeholders to meet their statutory and regulatory obligations in formal insolvency appointments and, where advice is given outside of a formal insolvency appointment, the purpose of processing data is to possess sufficient information to provide that advice.

### The lawful basis for the processing

Due to the varied nature of insolvency assignments, the exact nature and purpose of the processing will be dependent upon the circumstances of the case and the individual involved. The lawful basis of the processing will be one of the following:

1. **Legal Obligation** - A legal obligation to which the Data Controller is subject;
2. **Public Task** - The processing is necessary to perform a task in the public interest or for the Data Controller's official functions, and the task or function has a clear basis in law.
3. **Contract** - The processing is necessary for a contract the Data Controller has with the individual, or because the individual has asked the Data Controller to take specific steps before entering into a contract.

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4. **Legitimate Interest** - The processing is necessary for the Data Controller's legitimate interests.

### **The legitimate interests for the processing**

When acting as an officeholder, it may be necessary to bring or defend proceedings for the officeholder to comply with their regulatory obligations. Where data is processed as a result of a legitimate interest of the Data Controller, it is anticipated that this will be for the purpose of defending or bringing a legal claim (or any potential future claim).

### **The categories of personal data obtained**

The types of personal data we may hold about an individual will vary depending on the purpose for which the data is collected, however it is likely to consist of one or more of the following:

- Name
- Date of Birth
- Address
- Email Address
- Phone Number
- Employment Details
- Financial Information

This information will be held as part of the records of an insolvent entity to enable the officeholders of this firm to carry out their statutory and regulatory requirements.

### **The recipients or categories of recipients of the personal data**

Personal data will only be shared with other parties where it will assist with one of the Data Controllers' lawful basis for processing data.

The data may be shared with the following parties:

- Government organisations including, but not limited to, the Insolvency Service, the Redundancy Payments Service and HM Revenue & Customs;
- Valuation or other Agents;
- Solicitors;
- Accountants;
- Any organisation with which the Data Controller is legally obliged to provide that information.

### **The details of transfers of the personal data to any third countries or international organisations**

Personal data will only be transferred outside of the EU in compliance with the conditions for transfer set out in Chapter V of the GDPR.

## The retention periods for the personal data

Officeholders are required to maintain records relating to insolvency appointments for a minimum period as specified in the Insolvency Practitioner Regulations 2005. This specifies that certain records must be maintained until:

(a) the sixth anniversary of the date of the grant to the insolvency practitioner of his release or discharge in that case; or

(b) the sixth anniversary of the date on which any security or caution maintained in that case expires or otherwise ceases to have effect,

whichever is the latest.

Accordingly, personal data created by an officeholder will be maintained for the periods set out above. Certain records may be maintained for a longer period to comply with other legal or regulatory obligations or because it is in the Data Controller's legitimate interests to do. Records will be maintained no longer than necessary to achieve this purpose.

## The rights available to individuals

Individuals have the following rights with respect to personal data processed by Insolvency Practitioners:

1. The right to be informed - Individuals have the right to be informed about the collection and use of their personal data;
2. The right of access to personal data;
3. The right to rectification – individuals have the right to have inaccurate personal data rectified, or completed if it is incomplete;
4. The right to erasure, in certain circumstances;
5. The right to restrict processing, in certain circumstances;
6. The right to data portability, where the lawful basis for the processing of the data is consent, or for the performance of a contract;
7. The right to object to the use of personal data, in certain circumstances;
8. The right to withdraw consent (where the data is processed on the basis of consent obtained);
9. The right to lodge a complaint to the Information Commissioners Office.

Further information about an individual rights in relation to the processing of their personal data is available at the Information Commissioners website at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

## Books and Records of entities subject to insolvency proceedings

Officeholders have, in most cases, a statutory and regulatory obligation to take control of books and records created by an insolvent entity. It is anticipated that in the majority of cases, Greenfield Recovery will not be the Data Controller in respect of those records.



Any records obtained by the officeholder will be retained securely. The records will be retained until the expiration of the retention periods set out in section 5.6 of R3's Technical Bulletin 104. In the case of administrations moving to dissolution or voluntary liquidations, the records can be destroyed at any time after the expiry of a year after the company's dissolution.

In bankruptcies and compulsory liquidations, the officeholder can, on the authorisation of the Official Receiver, sell, destroy or otherwise dispose of the entity's records at any time. Authorisation will be sought following the Insolvency Practitioner's release from office in these cases.

Where there is a specific reason to retain records for a period longer than that set out above, the records will be retained no longer than is necessary.