



Longview Economics

Investments. Trades. Macro

Data Protection Policy

Policy information	
Organisation	<p>The Data Controller is Longview Economics Limited, a limited company registered in England and Wales (registration number 05000218), the registered office of which is at 8/10 South Street Epsom, Surrey, KT18 7PF. You can contact the data controller by sending an email to info@longvieweconomics.com.</p> <p>Longview Economics have no Data Processors, in relation to personal data, i.e. any person (other than an employee of the data controller) who processes the data on behalf of the data controller.</p>
Policy operational date	01/05/2018
Policy prepared by	Jo Watling, the Data Protection Officer.

Introduction	
Purpose of policy	<p>This Privacy Policy sets out how we, Longview Economics Limited, collect, store and use information about you when you use our website, https://longvieweconomics.com and where we otherwise obtain or collect information about you.</p> <p>The reasons for the policy are to comply with the law, follow good practice, to protect clients, staff and other individuals and to protect the company.</p>
Types of data	We collect individual information from our company staff and individual and company information from consumers of our research.
Policy statement	<p>This Data Protection Policy complies with both the law and good practice and respects individuals' rights. The company will be open and honest with individuals whose data is held and provide training and support for staff who handle personal data, so that they can act confidently and consistently.</p> <p>In the event of data breaches the Supervisory Authority (the ICO) will be notified within 72 hours. In addition, for major breaches the data subjects will be notified without delay. A personal data breach means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data.</p>

Responsibilities	
The Board / Company Directors	The Board has overall responsibility for ensuring that the organisation complies with its legal obligations.
Data Protection Officer	<p>The Data Protection Officer is Jo Watling, COO, Longview Economics Limited. Her responsibilities include:</p> <ul style="list-style-type: none">• Briefing the Board on Data Protection responsibilities• Reviewing Data Protection and related policies• Advising other staff on Data Protection issues• Ensuring that Data Protection induction and training takes place• Notification to the ICO if required• Handling subject access requests• Approving unusual or controversial disclosures of personal data• Approving contracts with Data Processors

Employees	All staff should read, understand and accept any policies and procedures that relate to the personal data they may handle in the course of their work.
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Types of information collected (from research clients)	
Individuals' names	We record the names and contact details of the individuals within institutions with whom we have research supply agreements.
Business name and contact details	We record the names, 'know your client' information and contact details of the institutions with which we have research supply agreements.
Updating	We have a regular cycle of checking, updating or discarding old data on our staff and research clients.

Lawful basis for processing information	
Underlying principles	<p>The lawful basis for the personal data processed is one or more of the following, described in Article 6 (1) of the General Data Protection Regulation:</p> <p>(a) Consent: the individual has given clear consent for us to process their personal data for a specific purpose. (b) Contract: the processing is necessary for a contract we have with the individual, or because they have asked us to take specific steps before entering into a contract. (c) Legal obligation: the processing is necessary for us to comply with the law (not including contractual obligations). (d) Vital interests: the processing is necessary to protect someone's life. (e) Public task: the processing is necessary for us to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law. (f) Legitimate interests: the processing is necessary for our legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.)</p> <p>Data collected from our research clients is on the basis of (b) Research contracts and (f) Our legitimate interests.</p>
Withdrawing consent	Once given, consent can be withdrawn, but not retrospectively. There may be occasions where Longview Economics has no choice but to retain data for a certain length of time, even though consent for using it has been withdrawn.

How information is collected and stored	
Web server information	We record the name, email address, postal address and telephone number of individuals filling in the form on the Contact page on the website. This information is not transferred outside the EEA and is stored on our own web server in the United Kingdom.

Cookies	We do not use cookies on our website.
Email	We collect and store emails on six personal computers, Hubspot and on our email server in the United Kingdom. Information is not transferred outside the EEA. For further information, please refer to the Hubspot private policy using the following link Hubspot Privacy statement
Bulk Email provider	We use a third-party provider, Street Context, to deliver our research products. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our products. For more information, please see Street Contexts private policy notice Street Context privacy statement
Hard drive and back ups	We store information on the hard drives of six computers and back it up on our server based in London, UK.
Disclaimer	<p>Transmission of information over the internet is not entirely secure, and if you submit any information to us over the internet (whether by email, via our website or any other means) you do so entirely at your own risk.</p> <p>We cannot be responsible for any costs, expenses, loss of profits, harm to reputation, damages, liabilities or any other form of loss or damage suffered by you as a result of your decision to transmit information to us by such means.</p>
Phone	We log all telephone calls with research clients for monitoring purposes but do not record conversations.
Paper copies	Information from compliance procedures, such as research contracts is stored on our server in the UK and hard copy files are kept in secure storage.

Disclosure and use of information (from research clients)	
Commitment	<p>Longview Economics is committed to ensuring that Data Subjects are aware that their data is being processed and</p> <ul style="list-style-type: none"> • for what purpose it is being processed • what types of disclosure are likely, and • how to exercise their rights in relation to the data
Right of access	Right of access requests must be in writing or by email to the Data Protection Officer, info@longvieweconomics.com .

Your rights in relation to your information	
Your rights in relation to information	Subject to certain limitations on certain rights, you have the following rights in relation to your information, which you can exercise by sending an email to info@longvieweconomics.com :

	<ul style="list-style-type: none"> – to request access to your information and information related to our use and processing of your information; – to request the correction or deletion of your information; – to request that we restrict our use of your information; – to receive information which you have provided to us in a structured, commonly used and machine-readable format (e.g. a CSV file) and the right to have that information transferred to another data controller; – to object to the processing of your information for certain purposes; and – to withdraw your consent to our use of your information at any time where we rely on your consent to use or process that information. Please note that if you withdraw your consent, this will not affect the lawfulness of our use and processing of your information on the basis of your consent before the point in time when you withdraw your consent. <p>In accordance with Article 77 of the General Data Protection Regulation, you also have the right to lodge a complaint with a supervisory authority, which is the Information Commissioner’s Office (ICO), whose website is below.</p>
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Employee training & acceptance of responsibilities	
Induction	All employees of Longview Economics who have access to any kind of personal data will have their responsibilities outlined during their induction procedures.
Continuing training	Data Protection issues will be covered during employee training, team meetings, supervisions, etc.

Further information	
For more information	ICO Guide to GDPR for organisations