

MULBERRY ASSET FINANCE - Privacy Notice

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Occupation: Finance Broker

Who are we?

Mulberry Asset Finance is a Commercial Finance Broker based in Cumbria. It acts as an introducer/advisor/broker/intermediary for our customers. Mulberry Asset Finance is Authorised and Regulated by the Financial Conduct Authority.

How we will use the information about you?

Here at Mulberry Asset Finance we take your privacy seriously and will use your personal information in a number of ways which will help us;

1. Make lender decisions,
2. For fraud prevention,
3. For audit,
4. For statistical analysis,
5. Credit reference checks

We may share your information with, and obtain information about you from, credit reference agencies or fraud prevention agencies. Information you provided may be put onto a register of claims and shared with other insurers to prevent fraudulent claims.

We will not disclose your information to any company outside of the reputable funding panel we use (a list of all the funders we use can be provided) except to help prevent fraud or if required by law to do so.

For further information on how your information is used, how we maintain the security of your information and your rights to access/alter and change information we hold on you, please contact Mike Robinson, Mulberry Asset Finance.

Your Personal Data:

What we need

Mulberry Asset Finance will be what's known as the 'controller' and the 'Processor' of the personal data you provide to us. We collect personal data about you which may also include any special types of information or location based information.

We also gather

Name & address and date of birth of any other connected parties to your business - e.g. Partners & Directors for search purposes.

Why we need it

We need to know your basic personal data in order to provide you with an accurate recommendation for your personal circumstances. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

What we do with it

All the personal data we use is controlled by Mulberry Asset Finance in the UK, however, for the purposes of IT hosting and maintenance, this information is located on servers within the European Union. No 3rd parties have access to your personal data unless the law allows them to do so. We have a Data Protection regime in place to oversee the effective and secure processing of your personal data. More information on this framework can be found on our website.

We may pass your data to panel of funders in order to provide you with offers of products suitable to meet your customer requirements/

Your data is stored on our secure password protected database & electronically on our cloud encrypted server. Our server is based in the UK

How long we keep it

We are required under Law to keep your basic personal data, such as name, address, contact details & all other personal data for a minimum of 6 years after which time it will be destroyed. The information used for marketing will be kept with us until you notify us that you no longer wish to receive this information.

What are your rights?

If at any point you believe retained information is incorrect you can request to see this information and even have it corrected and possibly deleted. Providing you this information is free of charge, but charges may apply for excessive requests.

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter.

Where relevant, you have the right to withdraw consent at any time and this means that we cannot process your data provided without your consent.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office (ICO). Our Data Protection Officer is Michael Robinson and you can contact them at solutions@mulberryassetfinance.co.uk or 07791 555431.

We will share your details with the relevant funder/funders on our panel that will pass information to the relevant credit reference agencies, so that they process your information, allowing Mulberry Asset Finance to offer suitable and sustainable products that they provide.