ASSOCIATION OF MEMBER DIRECTED PENSIONS SCHEMES - PRIVACY POLICY

Privacy Statement

The Association of Member Directed Pensions Schemes (**AMPS**) is committed to ensuring that your privacy is protected. AMPS respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

* We undertake to adhere to the applicable laws relating to data protection and the processing of personal data including (a) the Data Protection Act 2018; and (b) UK General Data Protection Regulation, Retained Regulation (EU) 2016/679 (**UK GDPR**).
* We never share your information with any third parties for the purposes of marketing. This means that if we ask you for any personal information, we will only use it in order in accordance with this privacy statement and to fulfil your expectations.
* AMPS keeps this policy under review and may revise from time to time by updating this page. We advise you to periodically check this policy to ensure that you are happy with any changes.
* We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

This website is not intended for children and we do not knowingly collect data relating to children.

Data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). With your permission AMPS will collect the following personal data:

* Name ("Identity Data");
* Contact Information including e-mail address, invoice address and postcode ("Contact Data");
* Preferences relating to marketing and communications data ("Marketing Data");
* Information on how you use our website and associated services ("Usage Data"); and,
* IP address, login data, browser type and version, operating system and platform, and other technology used on the devices you used to access the website ("Technical Data").

How we use your personal data

AMPS will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

* Internal record keeping;
* To send promotional emails about our services, special offers or other information which we think you may find interesting using the email address which you have provided; and
* To comply with a legal obligation.

We do not share your information with any other third parties except in circumstances in which we might be obliged to in order to meet any applicable law, regulation or lawful request.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

| **Purpose/Activity** | **Type of data** | **Lawful basis for processing including basis of legitimate interest** |
| --- | --- | --- |
| To register you as a new customer | (a) Identity  (b) Contact | Performance of a contract with you |
| To manage our relationship with you which will include:  (a) Notifying you about changes to our terms or privacy policy  (b) Asking you to take a survey | (a) Identity  (b) Contact  (c) Profile  (d) Marketing | (a) Necessary to comply with a legal obligation  (b) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services) |
| To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) | (a) Identity  (b) Contact  (c) Technical | (a) Necessary for our legitimate interests (for running AMPS, provision of administration and IT services, network security and to prevent fraud)  (b) Necessary to comply with a legal obligation |
| To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you | (a) Identity  (b) Contact  (c) Profile  (d) Marketing  (e) Technical | Necessary for our legitimate interests (to study how visit the website, to develop them to inform our marketing strategy) |
| To use data analytics to improve our website, products/services, marketing, customer relationships and experiences | (a) Technical | Necessary for our legitimate interests (to define types of individuals using the website, to keep our website updated and relevant, to develop AMPS and to inform our marketing strategy) |

Data Retention

We keep your information for as long as you wish us to continue providing a service for you. We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements. Under certain circumstances, we may ask you to identify yourself when you contact us. This is to help protect your information.

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

We do not transfer your personal data outside the UK.

Links to external websites

Our website may contain links to other websites of interest. We do not have any control over these websites. We advise you to take suitable security precautions before accessing any new website and to review the privacy policy in place on such external websites.

AMPS cannot be held responsible for any consequences arising from accessing external websites

Controlling our use of your personal information

You may choose whether or not to provide Personal Information to AMPS. The notice we intend to provide where we collect Personal Information on the web should help you to make this choice. If you chose to have a relationship with AMPS such as a contractual or other business relationship or partnership, we will naturally continue to contact you in connection with that business relationship.

When you make an enquiry, your email address will be opted into our newsletter database which you can unsubscribe from at any time. We may send emails with offers and information that we hope will be of interest to you.

We will not sell, distribute or lease your personal information to third parties under any circumstances.

Your Legal Rights

You have the right to:

**Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us. Please contact us as soon as possible if any of your personal information we have is incorrect so that we can update accordingly.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below).

**Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

* If you want us to establish the data's accuracy.
* Where our use of the data is unlawful but you do not want us to erase it.
* Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
* You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

You can exercise your personal information rights by phoning us, emailing us or writing to us. All contact information is available in this Privacy Notice and on our website.

E: [secretariat@ampsonline.co.uk](mailto:secretariat@ampsonline.co.uk)

A: AMPS. c/o The Studio, Rose Cottage, The Dene, Ropley, Hants SO24 0BH

Cookie Policy

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