

Client Guide 2024

# Privacy Policy



[www.kellas-legal.com](http://www.kellas-legal.com)



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CLEAR.  
CONCISE.  
STRATEGIC.



This document informs you of our policies regarding the collection, use and disclosure of personal data when you use our Service and the choices you have associated with that data.

# ABOUT US

Kellas. (“us”, “we”, or “our”) operates the <https://www.kellas-legal.com> website (hereinafter referred to as the “Service”). Our domains also include <https://www.kellas-legal.co.uk> and <https://www.kellas-law.com> to which this policy also applies.

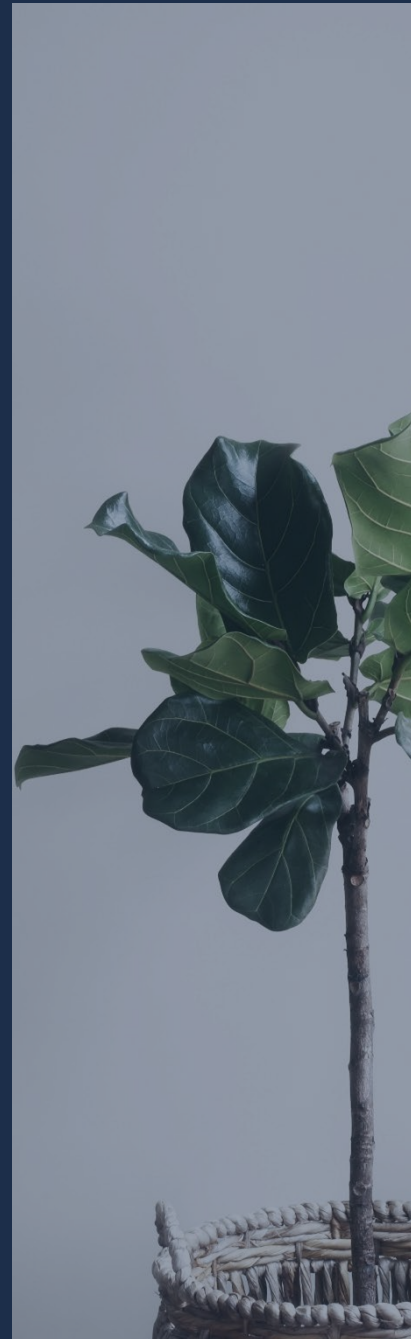
This privacy policy aims to give you information on how Kellas collects and processes your personal data through your use of this website, including any data you may provide through this website when you submit an enquiry through the form sections on our website.

This website is not intended for children and we do not knowingly collect data relating to children. If you have any questions about this privacy policy or our privacy practices, please contact our data privacy officer by emailing [hello@kellas-legal.com](mailto:hello@kellas-legal.com) with your enquiry marked for the attention of the ‘DPO’. You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.



# DATA WE COLLECT

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). We may collect, use and store different kinds of personal data about you which we have grouped together as follows:

**Identity Data** includes your name or similar identifier,

**Contact Data** includes email address and or telephone numbers if entered in our contact forms.

**Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

**Usage Data** includes information about how you use our website, products and services.

**Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

Our website collects **Aggregated Data** such as statistical or demographic data. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.



# HOW WE USE YOUR DATA

We use different methods to collect data from and about you including through:

**Direct interactions.** You may give us your Identity or Contact data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you :

- request marketing to be sent to you;
- subscribe to our service or publications;
- give us feedback or contact us.

**Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies.

**Technical Data** from the following parties:

- analytics providers (Google & Squarespace);
- advertising networks such as LinkedIn, Facebook; and
- search information providers such as Google.

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

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by contacting us.



Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register your enquiry about one of our services	(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 leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
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) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

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. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## PURPOSES FOR WHICH WE MAY USE YOUR PERSONAL DATA

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.

# 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. All our partners, staff and third party service providers who have access to confidential information (including personal information) are subject to confidentiality obligations. 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.

However, the transmission of information via the internet is not completely secure. Although we take appropriate and proportionate steps to manage the risks posed, we cannot guarantee the security of your information transmitted to our online services.

## INVOICE PAYMENT FRAUD

Clients of law firms across the United Kingdom have been targeted by fraudsters who are informing the clients that the law firm's bank details have changed and request that future settlement of the law firm's bills is made to the new (ie the fraudster's) account.

Kellas sets out payment details for settlement of bills at the foot of its invoices. Any notification by email or request suggesting our payment details have changed will not, therefore, have come from Kellas.

## REPORTING SCAMS

Please report any scams involving the firm or use of our name to [hello@kellas-legal.com](mailto:hello@kellas-legal.com), or, if you are a client, by speaking to your usual Kellas contact partner. In addition, if you think you have been the victim of a fraud, you can, of course, report the matter to the police at any time.



# DATA RETENTION

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.

In some circumstances you can ask us to delete your data: see [Your legal rights](#) below for further information. Please note, that while we retain digital files as long as is reasonably necessary, we cannot guarantee that we will hold your physical file, other than key principal documents, onsite upon conclusion of your assignment.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.





# YOUR RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You may contact us regarding:

- *To Request access to your personal data*
- *To Request correction of your personal data*
- *To Request erasure of your personal data*
- *Your Objection to processing of your personal data*
- *To request restriction of processing your personal data*
- *To request transfer of your personal data*
- *Your Right to withdraw consent*

If you wish to exercise any of the rights set out above, please send an email to [hello@kellas-legal.com](mailto:hello@kellas-legal.com) marked for the attention of the firm's Data Protection Officer.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within eight weeks. Occasionally it could take us longer than a two months if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.





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General Enquiries: [hello@kellas-legal.com](mailto:hello@kellas-legal.com)

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