

Who are we?

Affinity Asset Finance Limited (“AAF”) is a commercial company based in Nottinghamshire providing a commercial brokerage to regular clients and the wider business community.

AAF is authorised and regulated by the Financial Conduct Authority, and our entry on the register can be viewed at <https://register.fca.org.uk>

AAF is both data controller and data processor.

How we will use information we hold about you?

AAF are registered with the Information Commissioners Office under the Data Protection Act 1998, our entry on the register can be viewed at <https://ico.org.uk/ESDWebPages/Search>

Information we hold may be used in the following ways;

1. for fraud prevention,
2. for audit purposes,
3. for statistical analysis,
4. perform credit reference checks,
5. with our application process for funding or in connection with work contracted with you

We may share your information with, and obtain information about you from, credit reference agencies or fraud prevention agencies.

We will not disclose your information to any company outside of AAF except to help prevent fraud, to support applications on your behalf, 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, your rights to access/alter and change information we hold on you, please contact info@affinityassetfinance.co.uk

Personal Data:

What we will ask for

Where you provide personal data to AAF, then AAF will be both data controller and data processor. We collect personal data about you which is necessary and may include any special types of information or location-based information.

For processing of data to be lawful under GDPR, AAF must display the lawful purpose for processing data; the processing is necessary for a contract we have with the individual, or because you have asked us to take specific steps before entering into a contract.

Why do we need personal data?

We need to know your basic personal data for the performance of agreements/contracts with you, this means conducting the relevant checks prior to using that data for the performance of agreements and/or contracts with you.

We will not collect any personal data from you we do not need.

What will we do with it

All the personal data we use is controlled by AAF, however, for the purposes of IT hosting and maintenance, this information is located on servers provided by Michael Lewin of lewinandco. Microsoft certify that AAF is within their "Europe and Africa" region and that all their data centres are fully compliant with current legislation. No 3rd parties have access to your personal data unless the law allows them to do so. We have a Data Protection Policy which has been upgraded to recognise the additional requirements of GDPR. This is in place to oversee the effective and secure processing of your personal data. More information on this policy can be available on request.

Your data is stored electronically and in manual filing systems. Our manual filing records are kept in secure lockable cabinets at AAF's offices based in Radcliffe-on-Trent and Car Colston, Nottinghamshire.

How long will we keep your information?

We will keep your basic personal data, such as full name, address and contact details for an indefinite period and use it for marketing until you notify us that you no longer wish to receive this information. Other information collected in connection with the performance of our work on your behalf, will be retained for a minimum of 3 years after which time it will be archived or deleted completely.

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 with this information is free of charge, but charges may apply for excessive requests.

Where relevant, you have the right to withdraw consent and object to processing at any time, this means that we can no longer process your data. For more information about your data privacy rights, please see visit www.ico.org.uk

If you have a complaint about the way in which we have handled your data you can contact us and any complaint will be dealt with in accordance with AAF's Complaints Policy as submitted to the Financial Conduct Authority.

You can contact us regarding any complaint at info@affinityassetfinance.co.uk

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).

Cookies

AAF's website does not use cookies currently but may do so in the future. If cookies are used our policies will be amended to reflect that change.