Wealth Alliance
FINANCIAL FREEDOM STARTS HERE

Columba House, Airside, Swords, Co. Dublin
T +353 (0)1 840 6082, E info@wealthalliance.ie W www.wealthalliance.ie

Wealth Alliance Privacy Statement

Wealth Alliance is committed to protecting and respecting your privacy.

It is the intention of this privacy statement to explain to you the information practices of Wealth Alliance in relation to the information we collect about you and other users.

For the purposes of the GDPR the data controller is:

- Wealth Alliance
- Phone: 01 840 6082
- Email: info@wealthalliance.ie

Please read this Statement carefully as this sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Who are we?

Our Data Protection Manager / GDPR Owner and data protection representatives can be contacted directly here:

- Tara Murphy
- Wealth Alliance Ltd
- info@wealthalliance.ie
- 01-8406082

Purpose for processing your data

Why do Wealth Alliance need to collect and store personal data?

In order for us to provide you with a Personal Financial Plan we need to collect personal data and financial data, held by you and/or third parties. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

In terms of being contacted for marketing purposes Wealth Alliance would contact you for additional consent.

How will Wealth Alliance use the personal data it collects about me?

Wealth Alliance will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary.

Wealth Alliance is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will Wealth Alliance contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Why we are processing your data? Our legal basis:

We collect your personal details in order to provide the highest standard of service to you. We take great care with the information provided, taking steps to keep it secure and to ensure it is used only for legitimate purposes. The Fulfill these objectives we may share information with other affiliated professionals. Written consent will be sought in this instance, (Letter of Authority). The information and other data provided to our office may be used to advise you of products and services we may offer from time to time.

If we transfer personal data outside the EU we as the data controller will ensure the recipient (processor or another controller) has provided the appropriate safeguards and on condition that enforceable data subject rights and effective legal remedies for you the data subject are available.

Data Subjects Rights:

Wealth Alliance facilitate the data subject's rights in line with the data protection policy and the subject access request procedure. The data protection policy is available on request. Our email address is Info@wealthalliance.ie

Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you.
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** – where certain conditions apply to have a right to restrict the processing.
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** – you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** – you also have the right to be subject to the legal effects of automated processing or profiling.
- **Right to judicial review:** in the event that Wealth Alliance refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in the complaints section below.

All of the above requests will be forwarded on should there be a third party involved as we have indicated in the processing of your personal data.

Retention of your personal data

Data will not be held for longer than is necessary for the purpose(s) for which they were obtained. Wealth Alliance will process personal data in accordance with our retention policy. This retention policy has been governed by our regulatory body (Central Bank, Revenue) and our internal governance, and is available upon request.

Withdraw consent:

If we are relying on your consent to process your data you can withdraw this at any time – this does not affect the lawfulness of processing based on your consent before its withdrawal.

Complaints:

In the event that you wish to make a complaint about how your personal data is being processed by Wealth Alliance (or third parties as described in 3.4 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Wealth Alliance's data protection representatives Data Protection Officer / GDPR Owner

Failure to provide further information if need see Art 12(e):

If we are collecting your data to fulfill a contract (life policy, pension policy, investment plan, savings plan) and you cannot provide this data the consequences of this could mean the contract cannot be completed or details are incorrect.

Profiling – automatic decision making:

Our risk profile questionnaire aims to establish your attitude to investing, your understanding of financial markets and how you react during certain market and economic conditions. The questionnaire scores 15 questions, which when totaled along with your capacity and need suggests a particular risk tolerance and investment objective. You have the right to object to this and decide on your own profile

Additional Processing:

If we intend to further process your personal data for a purpose other than for which the data was collected, we will provide this information prior to processing this data.