

FOLK 2 FOLK

The Local Lending Movement

PRIVACY POLICY

Version 1 (17th May 2018)

FOLK2FOLK Limited (“We”) are committed to protecting and respecting your privacy.

This policy (together with our [Website Terms of Use](#) and any other documents referred to within it) sets out the basis on which any personal data we collect from you, or that you or your referees or credit check agencies provide to us, will be processed by us and how the law protects you. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

This policy is provided in a layered format so that you can click through to the specific areas set out below. Alternatively, you can download a version of the policy [here](#). Please also use the glossary to understand the meaning of some of the terms used in this privacy policy.

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I. IMPORTANT INFORMATION AND WHO WE ARE

Purpose of this privacy policy

This privacy policy aims to give you information on how FOLK2FOLK Limited collects and processes your personal data in person, in writing, by telephone, by email, or through your use of our website, including: any data you may provide via our website when you fill out any form, sign up to our newsletter, use our services, take part in a competition, or call us using the number that appears on the website. It also refers to data purchased via reputable third parties or via our own research from publicly available information. References in this policy to our website including any associated FOLK2FOLK online portal, platform or app.

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

It is important that you read this privacy policy together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements the other notices and is not intended to override them.

Controller

FOLK2FOLK is made up of different legal entities; Folk Group Limited (09732571), FOLK2FOLK Limited (08178576), Folk Nominee Limited (09939972) and Folk (UK) Limited (08931649) This privacy policy is issued on behalf of the FOLK2FOLK Group so when we mention “FOLK2FOLK”, “FOLK2FOLK Limited”, “we”, “us” or “our” in this privacy policy, we are referring to the relevant company in the FOLK2FOLK Group responsible for processing your data. FOLK2FOLK Limited will be the controller for your data when you use our services and is responsible for this website.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact the DPO using the details set out below.

Contact details

Our full details are:

Full name of legal entity:	FOLK2FOLK Limited
Name or title of DPO:	Helen Willett
Email address:	DPO@FOLK2FOLK.com
Deputy DPO:	Claire Shelley
Email address:	DPO@FOLK2FOLK.com
Postal address:	Number One Business Centre, Western Road, Launceston, PL15 7FJ
Telephone number:	(01566) 788378

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (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.

Changes to the privacy policy and your duty to inform us of changes

This version was last updated on 17th May 2018 and historic versions can be obtained by contacting us.

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.

Third-party links

This 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 notice of every website you visit.

2. DATA WE COLLECT ABOUT YOU

We will collect and process the following data about you:

Information you give us

This is information about you that you give us by filling in forms on paper or by corresponding with us in person, in writing, by phone, email or via our website or social media platforms. It includes information you provide when you visit our site or one of our branches, register to use our site, subscribe to our service, search for a product, participate in discussion boards or other social media functions on our site or digital platforms, enter a competition, promotion or survey, apply to become a lender or borrower with us, supply documents to us in order to carry out anti money laundering checks, supply information in the context of buying and selling existing loans on our secondary Marketplace, use our secure area where you can read and accept/sign documents, use any shareholder area available to shareholders with registered shares and when you report a problem with our site. The information you give us may include your name, user name or similar identifier, marital status, title, date of birth and gender, address, email address and phone number, financial and credit information, personal description, social media profile, and photograph.

Information we collect about you

On each of your visits to our site we will automatically collect the following information:

- Technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, 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.
- Information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse to and away from the page, and any phone number used to call us.

- We also collect, use and may share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does 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.
- We may be provided with Special Categories of personal data about you strictly on the basis that you have given your explicit consent for this information to be shared with us. Typically, this will include details relating to your health which will form part of our decision-making process when deciding to approve your loan application. We ask for this information to ensure that we undertake a considered and sensible lending practice. We may also collect information about criminal convictions and offences.

Information we receive from other sources

In becoming one of our customers, we will receive information about you from a wide variety of sources including credit reference agencies, anti-money laundering providers, accountants, solicitors and other reference agencies. We are working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies, your referees). We will not, however, notify you when we receive information about you from them and the purposes for which we intend to use that information.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you. In this case, we may have to cancel a service you have with us, but we will notify you if this is the case at the time.

3. HOW YOUR PERSONAL DATA IS COLLECTED

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

Direct interactions

You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us in person, by post, phone, email, online or otherwise. This includes personal data you provide when you:

- Enquire about our services by phone, in person, via email or online;
- apply to be a lender or borrower;
- register on our Lender Portal;
- subscribe to our publications or newsletter;
- request invitations to events be sent to you;
- fill out a website form, enter a competition, promotion or survey;
- give us some feedback; or
- give us your business card or supply us with your contact details at an event

Automated technologies or interactions

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our [cookies policy](#) for further details.

Third parties or publicly available sources

We may source, purchase, or receive personal data about you from various third parties and public sources, including those parties set out below, Technical Data from the parties such as Google based outside the EU, Facebook and search information providers based inside the EU.

- Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as Experian, LexisNexis and Inkerman based inside the EU.
- Identity and Contact Data from publicly available sources such as the Electoral Register based inside the EU.
- Contact data purchased from reputable data sources or supplied as a referral or via word of mouth. Also contact data available publicly via websites, online directories and membership organisations such as the CLA.

4. HOW WE USE YOUR PERSONAL DATA

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

Information you give to us

We will use this information:

- to carry out our obligations arising from any agreements entered into between you and us and to provide you with the information, products and services that you request from us, which will include taking references from third parties such as a solicitor or accountant;
- to provide you with information about other goods, services and activities we offer that are similar to those that you have already purchased, enquired about or been involved in;
- to notify you about changes to our company and the service provided to you, including product, company and industry updates;
- to ensure that content from our site is presented in the most effective manner for you and for your computer;
- 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; and
- where we need to comply with legal or regulatory obligations.

Information we collect about you

We will use this information:

- to administer our business and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

Information we receive from other sources

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

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. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

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 process and deliver our services including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)

<p>To develop, manage and maintain our relationship with you which will include:</p> <ul style="list-style-type: none"> (a) Notifying you about changes to our terms or privacy policy (b) Keeping you updated on our products, the company, our industry. (c) Inviting you to events we think may be of interest to you. (d) Asking you to leave a review, provide feedback, recommend a friend, take a survey, allow you to participate in a prize draw or competition. (e) To make other suggestions and recommendations to you about goods, services, events or other relevant information that we think may be of interest to you 	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Marketing Communications 	<ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests, or where we have your consent to contact you with Marketing Communications, to develop, manage and maintain our relationship with you and to develop our products/services and grow our business
<p>To administer and protect our business, website, our Lender Portal, Apps and other online platforms (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical 	<ul style="list-style-type: none"> (a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing Communications (f) Technical 	<p>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)</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<ul style="list-style-type: none"> (a) Technical (b) Usage 	<p>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)</p>

Marketing and Communications

We communicate with our customers and contacts via email, telephone and post. The type of communication includes:

Operational Communications

- We communicate with customers and other contacts regarding their loan, investment or other

contractual business with FOLK2FOLK as required.

Corporate Communications

- We communicate with our customers and other contacts other important information about FOLK2FOLK and our products such as a new branch opening/closing or a new CEO, as required.

Marketing Communications (also known as Direct Marketing)

- We communicate with our customers via our monthly email newsletter informing them of industry and FOLK2FOLK news and performance, and with invitations to events. Customers may unsubscribe at any time and will be removed from all Marketing Communications and added to our suppression list.
- We communicate with our professional and individual contacts (non-customer) via our monthly email newsletter, and other emails and letters as we deem appropriate and timely, informing them of industry and FOLK2FOLK news and performance, and with invitations to events. Contacts may unsubscribe at any time and will be removed from all Marketing Communications and added to our suppression list.

If there is anything you do not understand please contact us.

Marketing Communications (also known as Direct Marketing)

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services, events and information may be relevant for you.

You will receive Marketing Communications from us if: you have contacted us; met us; requested information from us; expressed an interested in or purchased services from us; if you provided us with your details when you filled out a form on our website, called us, entered a competition, given us your business card or (otherwise) supplied us with your details; or we've obtained your details via a referral, word of mouth, a publicly available source, or we have purchased your details from a reputable source - and you have not opted out of receiving that marketing.

Opting out

You can ask us to stop sending you Marketing Communications at any time by following the opt-out links on any marketing message sent to you or by contacting us at customerservices@folk2folk.com at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us because of service purchase, service experience or other transactions and we will continue to contact you regarding the service you have with us and with information regarding the company that is relevant to the service we provide you.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookies Policy [here](#).

Change of purpose

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.

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.

5. DISCLOSURE OF YOUR INFORMATION

You agree that we have the right to share your personal information with:

- Any member of the FOLK2FOLK Group, details of which are set out at the start of this policy.
- Selected third parties including:
 - business partners, suppliers and sub-contractors for the performance of any contract we enter into with you;
 - our chosen marketing agencies who may view a version of your customer data in order to better understand our existing and potential customer-base;
 - our chosen marketing distribution providers such as mailing houses and printers.
 - our online advertising network who may view a version of your customer data in order to assist us in serving relevant adverts to you and others similar to you;
 - web developers, analytics and search engine providers that assist us in the improvement and optimisation of our site;
 - credit reference agencies for the purpose of both assessing your credit score (where this is a condition of us entering into a contract with you) and to update them in relation to your payment history with us;
 - when obtaining references for you from parties such as your accountant or solicitor or other named referee;

We will disclose your personal information to third parties:

- If we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
- If FOLK2FOLK Limited or substantially all its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets;
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [Website Terms of Use](#) or [Terms and Conditions](#) of supply and other agreements; or to protect the rights, property, or safety of FOLK2FOLK Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

6. INTERNATIONAL TRANSFERS AND WHERE WE STORE YOUR PERSONAL DATA

We do not transfer your personal data outside the European Economic Area (EEA). However third parties with whom we share data may process that data outside the EEA.

7. 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.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

8. DATA RETENTION

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us.

In some circumstances you can ask us to delete your data: see Request erasure below for further information.

In some circumstances we may 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.

9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

- **Request access to your personal data**
- **Request correction of your personal data**
- **Request erasure of your personal data**
- **Object to processing of your personal data**
- **Request restriction of processing your personal data**
- **Request transfer of your personal data**
- **Right to withdraw consent**

If you wish to exercise any of the rights set out above, please contact the DPO or Deputy DPO by using the contact details set out at the start of this policy.

No fee usually required

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 may refuse to comply with your request in these circumstances.

What we may need from you

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.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month 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.

10. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in growing, conducting and managing our business to enable us to give you the best service/product, the best and most secure experience and keep you informed. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Consent means you have given clear consent for us to process your personal data for Marketing Communications

THIRD PARTIES

Internal Third Parties

- Other companies in the FOLK2FOLK Group acting as joint controllers or processors and who are based in the United Kingdom.

External Third Parties

Third parties with whom we share data may process that data outside the EEA.

- Service providers acting as processors based within the EEA who provide IT and system administration services.
- Professional advisers acting as processors or joint controllers including lawyers, surveyors, bankers, auditors and insurers based in the United Kingdom who provide their services to us.

HM Revenue & Customs, the Financial Conduct Authority, HM Land Registry, and other regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.

- Fraud prevention agencies based in the United Kingdom who we must report to.
- Credit checking agencies acting as processors based in the United Kingdom who provide information

about your credit score and suitability for lending.

- Insurance companies based in the United Kingdom for the purpose of insuring our business.
- Our chosen marketing distribution providers such as mailing houses and printers.

Our chosen marketing agencies who may view a version of your customer data in order to better understand our existing and potential customer-base.

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 your 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.

- **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), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- **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. You also have the right to object where we are processing your personal data for direct marketing purposes. 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 your personal data**

This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) 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; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

- **Request 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.

- **Right to withdraw consent**

At any time if 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.