



Privacy Policy

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Introduction & Organizational Info:

We are dedicated to serving our customers and contacts to the best of our abilities. Part of our commitment involves the responsible management of personal information collected through our website adviserfinder.org, and any related interactions. Our primary goals in processing this information include:

- Enhancing the user experience on our platform by understanding customer needs and preferences.
- Providing timely support and responding to inquiries or service requests.
- Improving our products and services to meet the evolving demands of our users.
- Conducting necessary business operations, such as billing and account management.

It is our policy to process personal information with the utmost respect for privacy and security. We adhere to all relevant regulations and guidelines to ensure that the data we handle is protected against unauthorised access, disclosure, alteration, and destruction. Our practices are designed to safeguard the confidentiality and integrity of your personal information, while enabling us to deliver the services you trust us with.

We do not have a designated Data Protection Officer (DPO) but remain fully committed to addressing your privacy concerns. Should you have any questions or require further information about how we manage personal information, please feel free to contact us at hello@adviserfinder.org or +44 07568 162518.

Your privacy is our priority. We are committed to processing your personal information transparently and with your safety in mind. This commitment extends to our collaboration with third-party services that may process personal information on our behalf, such as in the case of sending invoices. Rest assured, all activities are conducted in strict compliance with applicable privacy laws.

Scope and Application:

Our privacy policy is designed to protect the personal information of all our stakeholders, including website visitors, registered users, and customers. Whether you are just browsing our website adviserfinder.org, using our services as a registered user, or engaging with us as a valued customer, we ensure that your personal data is processed with the highest standards of privacy and security. This policy outlines our practices, and your rights related to personal information.

Data Storage and Protection:

Data Storage:

Personal information is stored in secure servers located in the following locations: United Kingdom. For services that require international data transfer, we ensure that such transfers comply with all applicable laws and maintain data protection standards equivalent to those in our primary location.

Data Hosting Partners:

We partner with reputable data hosting providers committed to using state-of-the-art security measures. These partners are selected based on their adherence to stringent data protection standards.

Data Protection Measures:

- **Encryption:** To protect data during transfer and at rest, we employ robust encryption technologies.
- **Access Control:** Access to personal information is strictly limited to authorized personnel who have a legitimate business need to access the data. We enforce strict access controls and regularly review permissions.

Data Sharing and Disclosure:

At Adviser Finder Ltd, we are committed to safeguarding your personal information and ensuring it is treated with the utmost respect. This commitment extends to how we handle the sharing and disclosure of your data.

Sharing Personal Information:

- **Third-Party Service Providers:** We may share your information with third-party service providers who perform services on our behalf. Such trusted parties may have access to personally identifiable information on a need-to-know basis and will be contractually obliged to keep your information confidential. These partners are prohibited from using your personal information for any purpose

other than to provide these services to Adviser Finder Ltd, and they are required to maintain the confidentiality of your information.

Service Name	Provider	Purpose(s)	Collected Personal Data Type(s)	Privacy Policy Link
reCAPTCHA	Google Ireland Limited	Fraud Prevention and Risk Management	Device ID, IP Address, OS and version, Browser Fingerprint, Real-time location, Interaction logs	Link
Google Ads	Google Ireland Limited	Customizing user experience, Marketing	Email, Device ID, IP, Location, Interaction logs, Payment history	Link
Google Analytics	Google Ireland Limited	Marketing and Analytics	Name, DOB, ID Numbers, Email, Address, IP, Device info, Browsing history, Interaction logs	Link
LinkedIn Analytics	LinkedIn Ireland Unlimited Company	Analytics and Tracking	Device ID, IP Address, OS, Browser Info	Link
LinkedIn Ads	LinkedIn Ireland Unlimited Company	Marketing	Device ID, IP Address, OS, Browser Info	Link
Meta	Meta Platforms Ireland Ltd	Customization, Analytics, Ads	Name, DOB, Email, Payment Info, IP, Device Info, Interaction Logs, Browsing history	Link

Data Processing Agreements:

When we share your data with third-party service providers, we do so under the protection of Data Processing Agreements (DPAs) that ensure your information is managed in accordance with GDPR and other relevant data protection laws. These agreements mandate that third parties implement adequate technical and organizational measures to ensure the security of your data.

Transparency and Control:

We believe in transparency and providing you with control over your personal information. You will always be informed about any significant changes to our sharing practices, and where applicable, you will have the option to consent to such changes.

Your trust is important to us, and we strive to ensure that your personal information is disclosed only in accordance with this policy and when there is a justified reason to do so. For any queries or concerns about how we share and disclose personal information, please reach out to us at hello@adviserfinder.co.uk or +44 07568 162518.

User Rights and Choices:

We recognize and respect your rights regarding your personal information, in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

Your Rights:

- **Right of Access:** Request access to your personal data and how it is processed.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion when data is no longer necessary or in other specific circumstances.
- **Right to Restriction:** Request limited processing of your data under certain conditions.
- **Right to Data Portability:** Request your data in a machine-readable format.
- **Right to Object:** Object to data processing, particularly in direct marketing.
- **Right to Withdraw Consent:** Withdraw consent at any time without affecting prior processing.
- **Right to Lodge a Complaint:** Submit a complaint to a data protection authority.

Exercising Your Rights:

To exercise any of these rights, contact us at hello@adviserfinder.co.uk or +44 07568162518. We will respond in accordance with applicable laws. We may verify your identity to protect your data.

Cookies and Tracking Technologies:

We value your privacy and are transparent about how we use cookies and tracking technologies on adviserfinder.org.

Types of Cookies Used:

- **Essential Cookies:** Required for core functionality; do not require consent.
- **Performance and Analytics Cookies:** Help improve website experience.
- **Functional Cookies:** Provide personalized features.
- **Advertising and Targeting Cookies:** Serve relevant ads and measure campaign effectiveness.

Your Choices and Consent:

When you first visit, you can:

- Accept All Cookies
- Reject Non-Essential Cookies
- Customize Preferences

Changes to Our Cookie Use:

We may update our cookie practices and will inform you of significant changes. Consent will be requested where necessary.

For full details, see our Cookie Policy.

If you have questions or concerns, contact us at hello@adviserfinder.org or +44 07568 162518.

Adviser Finder is a trading style of Prospect Finder Ltd which is registered in England and Wales (Company No. 16593953).

AdviserFinder is an independent advertising website which only acts as an introducer to companies who offer regulated financial advice. Companies on our network are authorised and regulated by the FCA. AdviserFinder is not authorised to give any advice and we are not liable for any financial advice provided by or obtained a third party. AdviserFinder do not offer financial advice and is a marketing company working on behalf of FCA-regulated companies in the UK who pay Adviser Finder for their marketing services.