

Privacy Notice

Introduction

Alchemi Financial Services Ltd (Alchemi) is committed to protecting and respecting your privacy. We wish to be transparent on how we process your data and show you that we are accountable with the General Data Protection Regulation GDPR in relation to not only processing your data but ensuring you understand your rights as a client.

It is the intention of this privacy statement to explain to you the information practices of Alchemi in relation to the information we collect about you.

For the purposes of the GDPR the data controller is:

Stephen McCarthy
Alchemi Financial Services Ltd
17 Upper Baggot Street
D04 V4P5
www.alchemi.ie
01-6144362

When we refer to 'we' it is Alchemi.

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?

Alchemi Financial Services Ltd is regulated by the Central Bank of Ireland (authorisation reference C180657) as an insurance intermediary registered under the European Communities (Insurance Mediation) Regulations, 2005; as an Investment Intermediary authorised under the Investment Intermediaries Act, 1995 and as a Mortgage Intermediary authorised under the Consumer Credit Act, 1995.

Our principal business is Financial Planning. This involves assessing your current financial circumstances and understanding your personal and financial objectives. We then prepare various cash flow projections and 'what-if' scenarios to show you what your long-term finances look like and to help you make good informed decisions.

Following the completion of your Financial Plan, you may require financial products to implement the plan. If you do require financial products, we will provide advice and arrange transactions on behalf of clients in relation to investments, pensions, mortgages and life assurance products. A full list of insurers, product producers and lending agencies with which we deal is listed in our Terms of Business.

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

Stephen McCarthy
Stephen.mccarthy@alchemi.ie
01-6144362

Purpose for processing your data

The data which you provide to us will be held on a computer database and paper files for the purpose of arranging transactions on your behalf. The data will be processed only in ways compatible with the purposes for which it was given.

Why we are processing your data? Our legal basis.

In order for us to provide you with a comprehensive Financial Planning service we need to collect personal data so that we can conduct relevant analysis on your assets and liabilities and income and expenditure.

Our legal basis for processing your data under the GDPR is to facilitate us arranging financial products for you as and when required.

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.

How will Alchemi use the personal data it collects about me?

Alchemi 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.

Special Categories of personal data

If we collect any special categories of personal data (e.g. health, religious beliefs, racial, ethnic origin – financial information is not classified as special categories of personal data) – we will obtain your explicit consent.

Who are we sharing your data with?

We may pass your personal data on to third-party service providers in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide on your behalf. When they no longer need your data to fulfil this service, they will dispose of the details.

If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your explicit consent, unless we are legally required to do otherwise.

The third parties that we may pass your personal data to are:

- Irish Life Assurance plc
- New Ireland Assurance Company plc
- Zurich Life Assurance plc
- Standard Life Assurance
- Aviva Life & Pensions Ireland Ltd
- Friends First Life Assurance Co DAC
- The Royal London Mutual Insurance Society Ltd
- Quilter Cheviot
- J & E Davy (Davy Select)
- Independent Trustee Company Ltd
- Wealth Options Ltd
- Affinity Mortgages Ltd
- Seniors Money Ireland Ltd

If we transfer personal data to a third party or 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

Alchemi facilitate you, our clients, rights in line with our data protection policy and the subject access request procedure. This is available on request.

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 Organisation Name refuses your request under rights of access, we will provide you with a reason as to why.

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. Alchemi will process personal data in accordance with our retention schedule. This retention schedule has been governed by our regulatory body (The Central Bank of Ireland) and our internal governance.

Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Alchemi or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Alchemi's data protection representatives Stephen McCarthy.

Failure to provide further information

If we are collecting your data for a contract and you cannot provide this data, the consequences of this could mean the contract cannot be completed or details are incorrect.

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.

Contact Us

Your privacy is important to us. If you have any comments or questions regarding this statement, please contact us on 01-6144362 or email stephen@alchemi.ie

Privacy policy statement changes

Alchemi may change this privacy policy from time to time. When such a change is made, we will post a revised version online. Changes will be effective from the point at which they are posted. It is your responsibility to review this privacy policy periodically so you're aware of any changes. By using our services you agree to this privacy policy.

This privacy policy was last reviewed in March 2019.