



Privacy Statement

General

SF Financial Ltd t/a Eildon Financial (“we” “us” “our”) is committed to protecting and respecting your privacy. We are the data controller and will process your personal data in accordance with the Data Protection Act 1998 as amended or replaced by the General Data Protection Regulation 2016 and any national laws which relate to the processing of personal data (“data protection legislation”). Please read the following carefully to understand our views and practices regarding Your Data and how we will treat it.

This policy applies to information we collect about:

- Visitors to our website(s)
- Customers
- Introducers
- Suppliers

Visitors to our website

We may collect and process personal data about you in the following circumstances: when you complete the online contact forms on our website (“Site”) providing us with your name, address, email address and contact number; whenever you provide information to us when reporting a problem with our Site, making a complaint, making an enquiry or contacting us for any other reason. If you contact us, we may keep a record of that correspondence; when you visit our Site we will retain details such as traffic data, location data, weblogs and other communication data, and the resources that you access (see section 2.2.2 on Cookies below); and whenever you disclose your information to us, or we collect information from you in any other way, through our Site.

We may also collect data in the following ways:

IP Address

We may collect information about your device, including where available your Internet Protocol address, for reasons of fraud protection. We may also collect information about your device’s operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

Cookies

Our Sites uses cookies to distinguish you from other users of our Sites. This helps us to provide you with a good experience when you browse our Sites and also allows us to improve our Sites. For detailed information on the cookies we use and the purposes for which we use them see our cookie policy.

Cookie Policy

We may use your personal data for our legitimate interests in order to: provide you with information, or services that you requested from us; respond to an enquiry submitted via our online contact forms; allow you to participate in interactive features of our Site, when you choose to do so; ensure that content from our Site is presented in the most effective manner for you and for your device; improve our Site and services; process and deal with any complaints or enquiries made by you; and contact you for marketing purposes where you have signed up for these (see section 5 for further details).

Website Links

Our Site may, from time to time, contain links to and from the websites of third parties. Please note that if you follow a link to any of these websites, such websites will apply different terms to the collection and privacy of your personal data and we do not accept any responsibility or liability for these policies. Please check before you submit your information to these websites.

Customers

We will collect details such as name, address, email address, contact number, date of birth, national insurance number and financial information in order to provide services to customers. We may also receive details of credit checks undertaken where you have supplied these to us.