



Privacy Policy of Woodsford TradeBridge Ltd

Woodsford TradeBridge Limited and its subsidiaries (“TradeBridge”) of 8 Bloomsbury Street, London, WC1B 3SR are committed to ensuring that the privacy of all individuals that we deal with is protected and to operating in compliance with the Data Protection Laws. This privacy notice sets out the basis on which any personal information TradeBridge collects from or about you, or that you provide to TradeBridge, will be processed by TradeBridge. Please read the following privacy notice carefully to understand TradeBridge’s views and practices regarding your personal information and how TradeBridge will treat it.

1 Owner and Data Controller

Woodsford TradeBridge Ltd
8 Bloomsbury Street,
London,
WC1B 3SR
Phone: +44 (0)20 7313 8070

Under the 'Right to be Forgotten' law if you would like to request all the data we hold on you and for that data to be fully erased from our website, please email us at the address below with the subject line 'Right to be forgotten'

Owner contact email: privacy@tradebridge.com

2 About TradeBridge

TradeBridge is a private limited liability company incorporated in 2013 in the United Kingdom.

TradeBridge is a provider of business finance to businesses located in the UK and selected other countries. TradeBridge offers a number of business finance products principally revenue-based finance and payables finance. TradeBridge does not offer finance to consumers. For further information about the products TradeBridge offers, please see www.tradebridge.com.

3 Data Protection Laws

In this policy the “Data Protection Laws” means either:

- (i) the General Data Protection Regulation (EU) 2016/679, the Privacy, or



- (ii) the Electronic Communication Regulations 2003 and the Data Protection Act 2018

and any amendment, consolidation or re-enactment thereof, any legislation of equivalent purpose or effect enacted in the United Kingdom, or, where relevant, the European Economic Area, and any orders, guidelines and instructions issued under any of the above by relevant national authorities, a judicial authority in England and Wales or, where relevant, a European Economic Area judicial authority.

4 Types of Information Collected

TradeBridge generally collects personal information either directly from you (by communicating with you through email, phone or otherwise); from service providers (such as your instructed finance brokers, other experts and/or professionals); and/or other business contacts and third parties or sources (including publicly available sources, such as business/firm websites).

The type/categories of personal information TradeBridge collects includes:

- Name, job title and organisation / employer
- Business contact information including email address and telephone number
- Demographic information such as business address, preferences and interests
- Other information relevant to its products

For clients with whom we have a contractual relationship TradeBridge may collect the following information in addition to the above:

- Date of birth
- Residential addresses
- Copies of identity documents (passports, drivers licences etc)
- Financial information

Among the personal information that our website (operating under the url www.woodsfordtradebridge.com) may automatically collect, directly or through third parties are:

- Cookies.
- usage data.



Please refer to our cookie policy <https://tradebridge.com/cookie-policy/> for complete details on the personal information collected by our website applications.

5 How Tradebridge Uses Information It Collects

TradeBridge receives or obtains and processes your personal information to enable it to provide business finance (the "Purpose"), including to;

- i. carry out its obligations arising from any contracts between you and TradeBridge; .
- ii. meet its statutory obligations (e.g. compliance with Anti Money Laundering regulations);
- iii. promote itself and/or products i.e. direct marketing (including providing you with information about products TradeBridge feels may interest you and/or products that are similar to those that you have previously enquired about);
- iv. improve its products; for operational, historical, statistical and research reasons; and
- v. maintain its own internal accounts and records.

6 Lawful Basis for Processing

TradeBridge processes all your personal information lawfully. The lawful basis on which TradeBridge relies to processes your personal information is:

- i. *Contract*: the processing is necessary for a contract you have with TradeBridge, or because you have asked TradeBridge to take specific steps before entering into a contract; and/or
- ii. *Legitimate Interest*: the processing is necessary for TradeBridge's legitimate interests (these include: to enable TradeBridge to provide business finance; to promote itself and/or products (i.e. direct marketing); to improve its products; for operational, historical, statistical and research reasons; and to maintain its own internal accounts and records).

7 Disclosure of Your Personal Information

TradeBridge may share your personal information it processes with other organisations:



- i. TradeBridge may share your personal information with any member of the TradeBridge group, which includes TradeBridge's subsidiaries.
- ii. TradeBridge may share your personal information with third parties, in particular government agencies, credit reference agencies, insurers, funders and other service providers with whom we have a contractual relationship in order to provide our business finance products. Any sharing of your personal information will be made in full compliance with all aspects of Data Protection Laws unless exempt by other relevant laws.
- iii. It may also be necessary to transfer and process your personal information overseas. When this is needed, your personal information may be transferred to countries or territories around the world. It may also be processed by staff operating outside the European Economic Area ("EEA") who work for or on behalf of TradeBridge. The countries could include, Singapore, Australia, the United States and other countries outside the EEA. Any transfers made will be in full compliance with all aspects of the Data Protection Laws, unless exempt by other relevant laws.

8 Where Tradebridge Stores Your Personal Information and For How Long

All personal information collected or provided by you is stored securely in the UK or the EEA by cloud software providers whose data protection policies we have approved, principally Microsoft, Salesforce, Hubspot and Wordpress or on appropriately secured TradeBridge devices (laptops, mobile devices).

Some personal information may be securely stored in physical copy at the relevant TradeBridge offices in London, Paris and Singapore.

The personal information that TradeBridge collects may be transferred to, and stored at, a destination outside the EEA including Singapore, Australia and the United States. Any transfer and/or storage will be made in full compliance with all aspects of the Data Protection Laws, unless exempt by other relevant laws.

The transmission of information via the internet is not completely secure.

Although TradeBridge takes reasonable and proportionate steps to protect your personal information, TradeBridge cannot guarantee the security of your personal information transmitted using the internet; any transmission is at your own risk.



Subject to relevant applicable laws/regulation or industry standards applicable to the personal information TradeBridge retains, TradeBridge will not retain your personal information longer than necessary for the Purpose (currently the maximum retention period is 7 years after the end of our contractual relationship). If TradeBridge becomes aware that your personal information becomes outdated, it will be updated or deleted.

9 Your Data Protection Rights

Under the Data Protection Laws you have following rights:

- *Right of Access* - You have the right to ask us for copies of your personal information.
- *Right To Rectification* - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- *Right to Erasure* - You have the right to ask us to erase your personal information in certain circumstances.
- *Right to Restriction of Processing* - You have the right to ask us to restrict the processing of your information in certain circumstances.
- *Right to Object to Processing* - You have the right to object to the processing of your personal data in certain circumstances.
- *Right to Data Portability* - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you would like to exercise any of your rights under the Data Protection Laws, please write to Arnaud Franquin at TradeBridge (full contact details are below).

Further, if you have a complaint in relation to the way in which TradeBridge is collecting and/or processing your personal information, please write to Arnaud Franquin. You also have the right to lodge a complaint with the UK Information Commissioner's Office. .



10 Links to Other Websites

TradeBridge's website may, from time to time, contain links to other websites of interest. If you follow a link to any of these websites, please note that these websites and/or companies have their own privacy notices/policies and that TradeBridge does not accept any responsibility or liability for these policies. Please check these policies before you submit any information to these websites and/or companies.

11 Changes to TradeBridge's Privacy Notice

TradeBridge may change this privacy notice from time to time by updating this page. When TradeBridge does so, changes in this privacy notice will be effective immediately. If you are a regular user of TradeBridge's products, you should check this privacy notice on a regular basis and ensure that you are happy with any changes.

12 Contact TradeBridge

If you wish to contact TradeBridge in relation to this privacy notice or have any related questions, please contact:

TradeBridge Head of Risk: Arnaud Franquin

Address: 8 Bloomsbury Street, London, WC1B 3SR

Telephone: +44(0)20 7313 8070

Email: privacy@tradebridge.com