

# PRIVACY POLICY

## ASGV Legal Ltd

Last updated: 25 March 2026

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### 1. Introduction

ASGV Legal Ltd (“we”, “us”, “our”) is committed to protecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit our website, engage our consultancy services, or otherwise interact with us. It also explains your rights and how the law protects you.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable UK data protection legislation.

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### 2. Data Controller

ASGV Legal Ltd is the data controller responsible for your personal data.

#### Registered Office:

71–75 Shelton Street  
Covent Garden  
London  
WC2H 9JQ

**Company Number:** 17014648

**ICO Registration Number:** ZC100687

**Email:** [enquiries@asgvlegal.co.uk](mailto:enquiries@asgvlegal.co.uk)

We determine the purposes and means of processing personal data collected through our website and in connection with our consultancy services.

Depending on the nature of the engagement, we may also act as a data processor on behalf of our clients. Where we act as a processor, we process personal data strictly in accordance with our client's documented instructions.

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### **3. The Personal Data We Collect**

We collect and process personal data that is adequate, relevant, and limited to what is necessary in relation to the purposes set out in this policy.

The categories of personal data we may collect include:

#### **Contact Data**

Name, job title, business address, email address, and telephone number.

#### **Business and Professional Data**

Company name, professional background, and information relevant to consultancy engagements.

#### **Technical Data**

Internet Protocol (IP) address, browser type and version, device information, time zone setting, and website usage data collected through cookies and similar technologies.

#### **Compliance and Verification Data**

Information necessary to conduct conflict checks, due diligence, and regulatory compliance procedures where applicable.

#### **Correspondence Data**

Records of communications with you, including email correspondence and enquiry submissions.

We may also obtain personal data from publicly available sources, including corporate registries and other lawful public databases, where relevant to our consultancy services.

We do not knowingly collect personal data relating to children.

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### **4. How We Collect Your Data**

We collect personal data:

- Directly from you when you contact us or engage our services;

- Through automated technologies when you use our website (such as cookies and server logs);
  - From publicly available sources where necessary for due diligence or compliance purposes;
  - From third-party service providers who assist us in delivering our services.
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## **5. Lawful Basis for Processing**

Under the UK GDPR, we rely on one or more of the following lawful bases:

### **Contractual Necessity**

Where processing is necessary to perform a contract with you or to take steps at your request prior to entering into a contract.

### **Legal Obligation**

Where processing is necessary to comply with our legal or regulatory obligations.

### **Legitimate Interests**

Where processing is necessary for our legitimate interests, including operating and improving our consultancy services, safeguarding our business, and preventing fraud, provided that those interests do not override your fundamental rights and freedoms.

### **Consent**

Where required by law (for example, for non-essential cookies or marketing communications), we rely on your consent. You may withdraw consent at any time.

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## **6. Purposes of Processing**

We process personal data for the following purposes:

- Providing strategic consultancy and due diligence services;
- Responding to enquiries and managing client relationships;
- Conducting compliance, verification, and conflict-of-interest checks where applicable;
- Maintaining and improving our website;
- Meeting legal and regulatory obligations;

- Protecting our legal rights and interests.

We do not use personal data for automated decision-making or profiling that produces legal or similarly significant effects.

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## **7. Cookies**

Our website uses cookies and similar technologies to ensure proper functionality and to improve user experience.

We use the following categories of cookies:

### **Strictly Necessary Cookies**

These cookies are required for the operation and security of the website and cannot be switched off.

### **Analytics Cookies**

We use analytics tools provided by our hosting provider (IONOS) to collect anonymised usage data, such as pages visited, browser type, and time spent on the site. These cookies are used to improve website performance and content.

Analytics cookies are only used with your consent.

### **Third-Party Cookies**

Our website may embed services such as Google Maps. These services may place cookies on your device and collect technical information such as IP address and browser data in accordance with their own privacy policies.

Where such services transfer data outside the United Kingdom, appropriate safeguards are relied upon.

You may manage or withdraw your cookie preferences at any time via the cookie banner on our website or through your browser settings.

Further information is available in our separate Cookies Policy.

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## **8. Data Sharing**

We do not sell or rent personal data.

We may share personal data with trusted third parties where necessary for legitimate business purposes, including:

- IT and website hosting providers;
- Secure cloud storage providers;
- Professional advisers (such as legal and accounting advisers);
- Regulatory authorities where required by law.

All third parties are required to respect the security of personal data and to process it in accordance with applicable data protection law.

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## **9. International Transfers**

In certain circumstances, personal data may be transferred outside the United Kingdom, for example where we use cloud service providers operating internationally.

Where such transfers occur, we ensure appropriate safeguards are in place, including the use of UK International Data Transfer Agreements (IDTAs), approved Standard Contractual Clauses, or reliance on adequacy regulations issued by the UK government.

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## **10. Data Retention**

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for satisfying legal, regulatory, tax, accounting, or reporting requirements.

Where consultancy services have been provided, professional records may be retained for up to six years following the conclusion of the business relationship, in accordance with applicable limitation periods and regulatory considerations.

After the applicable retention period, personal data is securely deleted or anonymised.

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## **11. Data Security**

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, alteration, disclosure, or destruction.

These measures include restricted access controls, secure data storage systems, and regular review of our data protection practices.

While we take reasonable steps to safeguard personal data, no method of transmission over the internet or electronic storage is entirely secure.

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## **12. Your Rights**

Under the UK GDPR, you have the right to:

- Request access to your personal data (commonly known as a “Subject Access Request” or “SAR”);
- Request correction of inaccurate or incomplete data;
- Request erasure of personal data in certain circumstances;
- Request restriction of processing;
- Request data portability;
- Object to processing based on legitimate interests;
- Withdraw consent where processing is based on consent.

You may exercise your rights by contacting us at [enquiries@asgvlegal.co.uk](mailto:enquiries@asgvlegal.co.uk).

You also have the right to lodge a complaint with the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection matters, if you believe your data has been processed unlawfully. You can contact them via their website at [www.ico.org.uk](http://www.ico.org.uk) or by calling 0303 123 1113.

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## **13. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website, and the “Last updated” date will reflect the most recent revision.