

Website Privacy Policy & Regulatory Information

Our Privacy Policy tells you what will happen to any personal data that you provide to us as a result of using this website. The information is written for the benefit of general visitors to the website - if you are a client of ours (or become one) we process a wider range of personal data and deal with a broader range of privacy-related issues. Clients are provided detailed information about this during the engagement process.

Personal Data You Provide

Your privacy is important to us. By providing personal information such as your name and e-mail address via the forms on this website, you agree to us contacting you with regard to the information provided.

Some forms on our website also include a check box asking you for permission to add you to our mailing list. This is an opt-in mailing list and your personal information will be used solely by us (and all such emails include a link for opt-out).

How We Use Your Personal Data

We use the data you provide via this website to:

- **communicate with you**, for example: we use contact details such as email address or phone number when responding to enquiries made via online forms
- **monitor website trends**, for example: we use Google Analytics and Yell to help us aggregate traffic so we can monitor how the website is being used
- **operate our business more effectively**, for example: we seek feedback and use this to help improve our service

Our "Lawful Reasons" For Processing Your Personal Data

The "General Data Protection Regulation" (GDPR) is the primary piece of legislation defining your rights over our processing of your personal information. The GDPR requires us to declare which of six "lawful reasons" we are relying on when we are processing your personal data: we operate on the basis of "consent" when sending newsletters (you won't get sent a newsletter unless you have explicitly opted in to receive one) and we operate on the basis of "legitimate interest" when communicating with you in other ways (e.g. when responding to your enquiry).

Transfer of Personal Data

From time to time we may pass personal data such as your name and email address to other services that we use to send out newsletters and other communications (both electronic and print). However, your personal data will never be sold or transferred to an organisation outside the UK or the EU.

Questions or Complaints

In the first instance we hope you will contact us directly with any questions or complaints (contact details are displayed prominently on this website). However, legal rights regarding privacy are the remit of the Information Commissioners Office (ICO) and you will find more information about how to complain here: <https://ico.org.uk/concerns/>

Our Use of Google Analytics and Yell

We use Google Analytics and Yell to monitor how our website is being used so we can make improvements. Our use of Google Analytics requires us to pass to Google your IP address (but no other information) - Google uses this information to prepare site usage reports for us, but Google may also share this information with other Google services. In particular, Google may use the data collected to contextualize and personalize the ads of its own advertising network. Please see below for related information:

- [Google's privacy policy](#)
- [How Google uses this information](#)

Our Regulatory Information

The information on this page is required by the Electronic Commerce (EC Directive) Regulations 2002.

Fortiori Law Limited is a company registered in England and Wales with registered number 14426264. Its registered office is Parliament House Ground Floor, St. Laurence Way, Slough, Berkshire, SL1 2BW, United Kingdom.

A list of Directors is available for inspection at the registered office address.

Our Regulator

Fortiori Law Limited is authorised and regulated by the Solicitors Regulation Authority (SRA) No. 8003002. All SRA regulated businesses are subject to rules and principles of professional conduct. The link www.sra.org.uk/solicitors/standards-regulations will enable you to access the SRA Code of Conduct by which the firm and its employees have to abide. Where the Code is not available online, the following link provides contact information for the SRA which should provide details upon request.

England & Wales – www.sra.org.uk