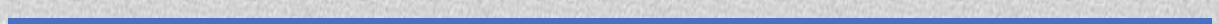




# Privacy Policy

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# Privacy Policy

Last updated: [April 2025]

UM Consultants Ltd is a trading name of Consumer Credit Justice Limited (company number 16110180), located at 80 Fountain Street, Accrington, England, BB5 0QP. This Privacy Policy outlines how we collect, use, store, and protect your personal data in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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## 1. Who We Are

UM Consultants Ltd provides online and call centre marketing services, generating leads which are provided to solicitors. All data processing and call handling is conducted in-house.

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## 2. What Personal Data We Collect

We may collect and process the following data:

- Full name
- Contact details (phone number, email address, postal address)
- Enquiry details or reasons for contact
- Call recordings (for quality and compliance)
- Website usage data via cookies

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## 3. How We Collect Your Data

Your data is collected when:

- You submit a form on our website
- You speak with our call centre agents
- You engage with our marketing campaigns
- You interact with our website via cookies

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## 4. Why We Use Your Data

We process your personal data for the following purposes:

- To provide marketing services
- To connect you with relevant legal service providers
- To monitor and improve our service
- For compliance with legal obligations

- To prevent fraud and maintain security

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## 5. Lawful Basis for Processing

Our lawful bases for processing include:

- **Consent** – when you opt in to receive marketing communications
- **Contract** – to fulfil our service obligations
- **Legal obligation** – to comply with applicable laws and regulations
- **Legitimate interests** – such as lead generation for legal services

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## 6. Data Sharing and Transfers

We only share data with solicitors or legal service providers when you have expressed interest or given consent. We do not transfer data outside the UK unless appropriate safeguards are in place.

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## 7. Data Retention

We retain personal data for as long as necessary to fulfil the purposes outlined in this policy or as required by law. Call recordings are retained for a maximum of 12 months unless required for legal or compliance purposes.

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## 8. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion (right to be forgotten)
- Object to processing
- Restrict processing
- Data portability
- Lodge a complaint with the ICO

To exercise your rights, contact us at: [compliance@umconsultants.co.uk](mailto:compliance@umconsultants.co.uk)

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## 9. Data Security

We implement appropriate technical and organisational measures to protect personal data, including:

- Secure servers and encrypted storage
- Role-based access controls
- Staff training and data handling procedures

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## **10. Cookies**

Our website uses cookies to enhance user experience and analyze site traffic. You can manage cookie preferences through your browser settings.

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## **11. Changes to This Policy**

We may update this Privacy Policy periodically. The latest version will always be available on our website.

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### **Contact Us**

UM Consultants Ltd  
80 Fountain Street  
Accrington, BB5 0QP  
Email: [compliance@umconsultants.co.uk](mailto:compliance@umconsultants.co.uk)