Privacy notice

When we use your personal information we are regulated under the UK General Data Protection Regulation (UKGDPR) and the Data Protection Act 2018. We are responsible as 'controller' of that personal information. Our use of your personal information is subject to your instructions, the UKGDPR, other relevant UK and EU legislation, the provisions of this privacy notice and our professional duty of confidentiality.

1. Introduction

Bridge McFarland LLP is committed to protecting and respecting your privacy. This privacy notice is designed to provide information about our practices concerning the collection, use and disclosure of your personal information in the course of providing legal services, carrying out marketing, business administration and recruitment activities. Please read this privacy notice carefully as it contains important information on how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information, how to contact us in the event you wish to exercise these rights and how to contact us or supervisory authorities in the event you have a complaint.

2. Who are we?

Bridge McFarland LLP ("we"), are the Data Controller for the purposes of data protection law in relation to any personal information we hold about you. We are a limited liability partnership registered in England and Wales with partnership number OC419565. Our registered office is at Sibthorp House, 351-355 High Street, Lincoln, LN5 7BN. We are regulated by the Solicitors Regulation Authority (under number 657877) and are registered with the Information Commissioner's Office (under number ZA517223).

3. Who does this privacy notice apply to?

This privacy notice applies to everyone whose personal information we collect and process (excluding our current or former staff). This includes individuals in the categories below or who work for any of the following:

- our clients;
- other solicitors and law firms;
- barristers and chambers;
- people who are involved in court or other legal proceedings in which we have any involvement as legal representatives or as a party (including but not limited to legal claims, inquests, tribunals, arbitrations and mediations). This includes claimants, defendants, witnesses, experts and service providers related to such legal proceedings;
- people who are involved in contracts and transactions we are working on as legal representatives or as a party, such as other businesses or individuals our clients or we are contracting with;
- our regulators, insurers, auditors, professional advisers and certification/accreditation bodies;
- prospective employees, consultants and partners;
- our service providers; and
- people whose details we process in connection with our marketing, learning or training activities.

4. What personal information do we collect?

In the course of our business, we will need to collect and process various types of personal information for various purposes. Given the nature of our business and the services we provide, it is impractical to list all the categories of personal information that may be collected and processed. We will however only process and collect personal information where we have a legal basis to do so.

We most commonly collect and process the following kinds of personal information about you:

- contact information for individuals including full name, gender and pronoun preferences, job title, organisation, date of birth, address, email address, telephone number(s), and online presence details. We may collect additional information to enable the identity of individuals to be verified, and to confirm nationality or immigration status;
- financial information, including bank account and payment card details;
- details of spouses/partners and dependants or other family members, e.g. if we are instructed on a family matter or a Will;
- employment records, including details relating to salary, national insurance, income tax, professional membership/registration, SRA checks, references, proof of eligibility to work in the UK, security checks, photos, and pension details;
- recruitment information, including CVs, interview notes and assessment material;
- information about individuals employed by or associated with our clients, their advisers or any organisations involved in a matter on which we are instructed;
- medical records and health information as necessary for the provision of our services where the services we provide involve or relate to medical matters;
- criminal convictions and offences information may be processed if necessary, for the legal matter we are advising on or where required as part of our recruitment process;
- special category personal information may be processed if necessary for the legal matter we are advising on or where required by law, this includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic information, biometric information processed for the purpose of uniquely identifying a natural person, information concerning health or information concerning a natural person's sex life or sexual orientation;
- information relating to matters in respect of which we are consulted or instructed;
- marketing and communications information, including marketing preferences and interests, any feedback provided to us (for example, by completing a survey), and information about how a person interacts with and uses our website, products and services.

5. What information do we collect through our website and how is that collected?

A number of facilities on our website invite you to provide us with personal information, for example, the vacancy application facility in the "Careers" section of our website and our "Contact us" option.

We will also collect information about your visits to and use of our website including information about your computer such as your IP address, geographical location, browser type, referral source, length of visit and number of page views.

We use cookies on our website. Cookies are text files which are downloaded to your computer (or other electronic device) in order to collect visitor information. This includes whether the user has logged onto the site successfully and whether the computer and/or user have visited the site previously. You can set your browser not to accept cookies, or choose which cookies to accept by clicking the red Cookie Settings icon in the bottom left hand corner of our website, however some features of our website may not function as result.

Our website utilises Google Analytics which is an analytic web service supplied by Google. This uses cookies to help us to analyse how users navigate through our site. The information produced by the cookie about your use of the website (including your IP address) is sent to and stored by Google on servers in the USA. Google will use this information for assessing your use of our website, to collect information on your website activity and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties when required by law or where such third parties process the information of Google's behalf. Google will however not associate your IP address with any other information held by Google.

6. How do we collect your personal information?

We use different methods to collect personal information from and about you including:

Direct interactions: you may voluntarily provide us with your personal information, for instance when you:

- fill out a form on our website, e.g. completing an online form sign up to our marketing list;
- correspond with us by post, email, SMS, or via other electronic messaging, communication or social media platforms;
- speak to us in person or on the phone;
- visit our offices;
- give us feedback (e.g. by completing a survey);
- via our website (we use cookies on our website - see above);
- give us your business card at an event or meeting; or
- register for one of our online learning tools, webinars, events and/or conferences.

From a third party with your consent, e.g.:

- your bank, building society, or other financial institutions or advisors;
- consultants and other professionals we may engage in relation to your matter;
- your employer and/or trade union, professional body or pension administrators;
- your doctors, medical and occupational health professionals.

Third party sources: we may collect personal information from the following third party sources:

- credit reference agencies (CRA's)
- client due diligence providers; and
- Court records of debt judgments and bankruptcies.

Publicly available sources: we may collect personal information from publicly accessible and online sources such as:

- online social networking services and applications;
- company websites;
- the Electoral Roll;
- HM Land Registry;
- The Office of Financial Sanctions target list; and
- Companies House.

Automated technologies or interactions: as you interact with our website, we will automatically collect information about your browsing activities and your equipment (as set out above).

Via our information technology (IT) systems, e.g.:

- case management, document management and time recording systems; and
- reception and telephone logs.

7. How do we use your personal information?

Legal basis on which we will use your personal information

We will only use your personal information when the law allows us to do so, i.e. where we have a lawful basis for processing. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract which we are about to enter into or have entered into with you, or take any steps you ask us to before entering into a contract with you;
- Where it is necessary to do so in order to comply with any legal and regulatory obligations which we have, such as under money laundering laws;
- On the basis of consent:
    - Where we rely on your consent for processing this will be brought to your attention when the information is collected from you;
    - You have the right to withdraw consent at any time, see the sections 11 and 15 below for further information about how you may withdraw your consent;
    - We do not rely on or require your consent for the majority of our processing;
- Where the processing is necessary for our legitimate interests in:

- providing legal services;
- ensuring regulatory compliance and maintaining accreditations;
- providing our clients with the best service;
- promoting our services;
- receiving feedback;
- the administration of our business; and
- improving our services and identifying ways to grow our business;

and/or for the legitimate purposes of our clients or other third parties in receiving those services. We will only rely on this lawful basis where we consider that your interests and fundamental rights do not override such interests.

How we use particularly sensitive personal information

"Special categories" of particularly sensitive personal information require higher levels of protection. An example of this is your medical records. We need to have further justification for collecting, storing and using this type of personal information. We have in place an appropriate policy document and safeguards which we are required by law to maintain and comply with when processing such information.

We may process special categories of personal information in the following circumstances:
1. In limited circumstances, with your explicit written consent;
2. Where processing is necessary for the establishment, exercise or defence of legal claims; or
3. Where it is needed in the public interest.

How we use criminal convictions and offences information

In some cases we need to process information about criminal convictions or offences where:

- they are relevant to the legal advice being sought. We process this information on the basis that it is necessary for legal proceedings, obtaining legal advice or is otherwise necessary for the purpose of establishing, exercising or defending legal claims; or
- Disclosure and Barring Service (DBS) checks form part of the (post-offer) recruitment process, and such checks are required and authorised by law.

8. Purposes for which we use your personal information

We may process your information for the following purposes:

Legal services

Where we receive personal information in connection with the provision of legal services, we process that information for the purposes of the provision of those services. This includes:

(a) Providing legal services, such as:
- managing court or other legal proceedings (including, but not limited to, legal claims, inquests, tribunals, arbitrations and mediations);
- providing legal advice;
- providing Wills and probate services including contacting beneficiaries;
- advising on and negotiating legal contracts and transactions.

When we hold and use personal information in the course of providing legal services to a client, that client is also entitled to access that personal information. They may in turn use that information in accordance with their own privacy notice or equivalent;

(b) Complying with our legal obligations or making disclosures to government, regulatory or other public bodies where required by law or where in our reasonable opinion the disclosure is appropriate and permitted by law. This includes:

- performing checks of our clients and others as we are required to do by law or which are good practice, such as anti-money laundering and anti-terrorism checks. In undertaking such checks we may ask individuals to provide information and use publicly available information;
- disclosures required by law or court order;
- disclosures to the police, tax authorities, the National Crime Agency or other public or government authorities where in our reasonable opinion the disclosure is required in relation to any criminal investigation or prosecution; and
- disclosures to our regulators, ombudsman or other government, public or regulatory authority, including any data protection supervisory authority or regulator of legal services, where in our reasonable opinion the disclosure is required or permitted by law;

(c) Providing access to our files for audit, review or other quality assurance checks, by our clients, regulators, auditors, insurers, professional advisers and certification/accreditation bodies;

(d) Processing required in connection with the day to day operation of our business such as billing and payments, complaints handling, internal record keeping and bringing or defending legal action on behalf of our business. For this we may use third party service providers such as IT service providers;

(e) Processing required in connection with any actual or proposed reorganisation, merger, sale, joint venture, assignment, transfer or other transaction relating to all or any portion of our business or assets.

Who we share your personal information with

We may share your personal information with:

- our clients;
- professional advisors who we instruct on your behalf or refer you to, e.g. barristers, medical professionals, accountants, tax advisors or other experts;
- third party providers where necessary to carry out your instructions such as after the event insurance providers, medical expert agencies, or disbursement loan funding providers;
- other third parties where necessary to carry out your instructions, e.g. your mortgage provider or HM Land Registry in the case of a property transaction or Companies House;
- defendants / opponents, the Court and any other party necessary to enable us to carry out your instructions;
- fraud prevention agencies, credit reference agencies and debt collection agencies;
- external auditors, e.g. in relation to Lexcel, CQS or WIQS or other accreditations held by the business or individual solicitor, and the audit of our accounts;
- our banks;
- event venues, webinar hosts and training providers to provide you with access to our events and training;
- providers of business support services including telephony, technology, banking, insurance, litigation support and security, confidential waste disposal, business development and marketing support services;
- analytics and search engine providers that assist us in the improvement and optimisation of our website;
- applicable regulatory bodies or authorities (including the SRA and ICO);
- survey or quality assurance providers in order to receive feedback and improve our services;
- external service suppliers, representatives and agents that we use to make our business more efficient;
- third parties for the purposes of applications for recognition or accreditations, e.g. Legal 500. Your name will not be provided or case details published without your consent;
- the Government's Track & Trace scheme (or similar schemes).

Additionally, we will disclose your personal information to the relevant third party:

- in the event that we sell or buy any business or assets, in which case we will disclose your personal information to the prospective seller or buyer of such business or assets;
- if we are acquired by a third party, in which case personal information about you held by us will be one of the transferred assets; and
- if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of our clients, our regulator, or others.

In providing Wills and Probate services we will process information about beneficiaries under an obligation of professional confidentiality to the testator. Upon the death of the testator, we will contact beneficiaries and share with them the information relevant to their entitlement.

We currently use a third party call answering service, Moneypenny to ensure that all calls into our business are answered. Calls may be recorded by Moneypenny for training and quality purposes and as such, caller's personal information will be shared with them for that purpose. They will be a data controller and processor in that regard and their privacy notice can be found at https://www.moneypenny.com/uk/privacy/ .

Any other service providers with whom we share information are approved by us and subject to contractual obligations designed to ensure that those providers comply with data protection legislation. We only allow our service providers to handle your personal information if we are satisfied they take appropriate measures to protect your personal information. We also impose contractual obligations on service providers to ensure they can only use your personal information to provide services to us and to you.

Marketing

We process personal information in connection with marketing or communications purposes, including so that we can:

- share with you news and offers about our products and services;
- ask you for feedback (e.g. in a survey) about our client or visitor services, and to manage, review and act on the feedback;
- monitor our website usage and improve our services;
- send you invitations to our online learning tools, webinars, events, and/or conferences as and when we think they might interest you;
- register and manage your attendance at any of our webinars, events or conferences;
- if you are a speaker at one of our events, promote your participation via platforms such as X (formerly Twitter), Facebook, LinkedIn, our website and in our marketing communications (NB: external platforms may continue to store and use your personal information after the event has ended);
- email you with legal updates and newsletters relevant to sectors and specialisms that you are interested in; and
- manage any changes to your marketing preferences or comply with any unsubscribe requests.

Recruitment

We process personal information in connection with our recruitment practices for the following purposes:

- recruiting new employees, consultants and partners;
- verifying immigration status and/or eligibility to work in the UK;
- undertaking pre-employment checks; and
- obtaining references.

9. Transferring personal information outside the EEA

We may transfer personal information outside the European Economic Area ("EEA") where adequate protection measures are in place in compliance with data protection laws (or where specific exceptions apply under data protection law). For example, this may be in relation to an international legal claim or transaction, or where we are sharing information with third party service providers who operate outside the EEA. Some of our systems use Microsoft products. As a US company, it may be that using their products result in personal information being transferred to, or being accessible from, the US. We will allow this, however, as we are satisfied personal information will still be adequately protected. We also transfer personal information outside the EEA where it is necessary to do so for the establishment, exercise or defence of legal claims.

10. Third party links

Our website may include links to third-party websites, plug-ins and applications. For example when you click the link to register for on one of our webinars, you will be taken to the third party website of our webinar provider. We do not control these third party websites and are not responsible for their processing of personal information. When you leave our website, we encourage you to read the privacy policy of every website you visit.

11. How can you change your marketing preferences?

We would like to use your personal information to contact you with information relating to our services and any upcoming events that may be of interest to you. We would like to contact you by post, telephone or email. If you agree to being contacted in this way, please tick/mark the relevant boxes below.

Post ☐ Email ☐ Phone ☐ Text (SMS) ☐

If you no longer wish to receive information on our services in this way then you can withdraw your consent at any time by emailing info@bmcf.co.uk. Please be assured that if you do not tick any of the boxes above, you will not receive any marketing communications.

12. How long do we keep hold of your information?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements, for example:

- to respond to any questions, complaints or claims made by you, or on your behalf, or by our regulator;
- to show that we treated you fairly;
- to keep records required by law or regulation.

Details of retention periods for your personal information are available on request. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

After the applicable retention period, we will securely destroy (or anonymise) your personal information in accordance with applicable laws and regulations. For this we may use third party service providers.

13. How is your information kept secure?

We are strongly committed to data security and we take reasonable appropriate steps to protect the personal information we hold from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic and managerial security procedures to safeguard and secure that information. We limit access to your personal information to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

14. What are your rights in respect of your personal information?

If we process your personal information, you have the following rights. You can exercise these rights at any time by contacting us as detailed in section 15 below.

Access	The right to ask us for copies of your personal information. There are some exemptions which means you may not receive all the information you ask for.
Rectification	The right to ask us to correct or delete personal information you think is inaccurate or incomplete.
To be forgotten	The right in certain situations to ask us to delete your personal information.
Restriction of processing	The right in certain situations to ask us to limit how we use your personal information.
Data portability	The right in certain situations to ask that we transfer the personal information you gave us to another organisation.
To object	The right to object: - at any time to your personal information being processed for direct marketing; - in certain other situations to our continued processing of your personal information, e.g. processing carried out for the purpose of our legitimate interests.
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing that produces legal effects concerning you or similarly significantly affects you.

For further information on any of these rights, including the circumstances in which they apply, please contact us or see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the UK General Data Protection Regulation.

15. How to contact us or raise concerns

If you have any queries about, or would like to exercise any of the rights detailed in, this privacy notice please email, call or write to our Data Protection Officer, Natalie Thomas at info@bmcf.co.uk, 01522 518888, Sibthorp House, 351-355 High Street, Lincoln, LN5 7BN. Please ensure that you let us have your full name, address and matter reference number; proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and (where applicable) let us know what right you want to exercise and the information to which your request relates.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk.

16. Will there be changes to this notice?

This privacy notice may change from time to time so we recommend that you review it periodically (please visit our website for the most recent version https://bridgemcfarland.co.uk/privacy. This version of the privacy notice was last updated on 29 September 2025.