

## Privacy Policy

### 1. Who We Are

ASH Solicitors is a law firm authorised and regulated by the Solicitors Regulation Authority (SRA) under SRA number 653810. Our registered office is at 28 Clare Road Cardiff CF11 6RS.

ASH Solicitors 28 Clare Road Cardiff CF11 6RS.  
029 20 333 111

[www.ashsolicitors.co.uk](http://www.ashsolicitors.co.uk)

We act as the Data Controller for personal data we collect.

### 2. What Personal Data We Collect

We may collect and process the following types of personal data:

- Name, address, phone number, email address
- Date of birth, identification documents
- Property details, mortgage information
- Information relevant to your conveyancing matter
- IP address, browser type, device data (via website analytics)
- Cookies and usage data

We do not intentionally collect special category data (e.g. race, health, etc.) via our website unless required for your legal matter and with appropriate safeguards.

### 3. How We Collect Personal Data

We collect personal data:

- When you complete a form on our website (e.g. contact or quote form)
- When you call, email, or correspond with us
- When you instruct us to act on your behalf
- Through cookies and analytics when you browse our website

### 4. Why We Collect Your Data (Legal Basis)

We use your data for the following purposes and under the following legal bases:

| Purpose                   | Legal Basis            |
|---------------------------|------------------------|
| To provide legal services | Contractual obligation |
| To respond to enquiries   | Legitimate interests   |

|                                             |                      |
|---------------------------------------------|----------------------|
| To comply with legal/regulatory duties      | Legal obligation     |
| To manage client relationships              | Legitimate interests |
| To send updates or legal news (if opted in) | Consent              |

## 5. Who We Share Your Data With

We may share your data with:

- HM Land Registry, local authorities, search providers
- Mortgage lenders, estate agents (with your consent)
- IT providers, case management software, and secure cloud storage services
- Regulatory authorities (e.g. SRA, HMRC) as required by law

All third-party processors are GDPR-compliant and subject to contractual data protection obligations.

## 6. How Long We Keep Your Data

We retain your personal data:

- For a minimum of 6 years from the conclusion of your matter, in accordance with regulatory requirements
- For shorter periods where applicable (e.g. website enquiries not leading to instruction)

## 7. Your Data Protection Rights

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request erasure (in certain circumstances)
- Restrict or object to processing
- Data portability
- Withdraw consent (where applicable)
- Lodge a complaint with the Information Commissioner's Office (ICO)

Contact the ICO:

Website: <https://www.ico.org.uk>

Phone: 0303 123 1113

To exercise your rights, please contact us at: [info@ashsolicitors.co.uk](mailto:info@ashsolicitors.co.uk)

## 8. How We Protect Your Data

We implement appropriate technical and organisational measures to safeguard your data, including:

- Role-based access controls
- Staff training and confidentiality policies

## 9. Cookies and Analytics

Our website uses cookies to improve functionality, user experience, and collect anonymised analytical data. You will be asked to provide consent for non-essential cookies when you first visit the site. For more information, please see our [Cookie Policy](#).