



Baird & Co.
Bullion Merchants
Est. London 1967

PRIVACY POLICY

Baird & Co. Limited (referred to as “Baird & Co.”, “we” or “us” in this notice) is committed to protecting the privacy of all individuals that it collects data on and processing all personal data and confidential information received in accordance with requirements of the UK General Data Protection Regulation (GDPR) and Data Protection Act 2018 (“the data protection laws”). This Privacy Policy sets out the basis on which any personal data we collect or receive from you will be processed by us. This Privacy Policy relates to both online and offline information collection and use practices, including those on our website at bairdmint.com (this “website”). By using the website, you indicate your acceptance of the privacy practices outlined in this statement." Please read the following carefully to understand how we view and will use your personal data. This privacy policy relates to our customers, visitors, agents, suppliers, trading partners and other individuals.

Who Are We?

Baird & Co. Limited, a UK Limited company (02269558) is an independent gold refiner and bullion trader. Our VAT registration number is 506998796. Baird & Co. is the data controller and is responsible for your personal data and for this website. You can contact our Data Protection Officer at dataprotection@bairdmint.com or via post at our address: Data Protection Officer, Data Protection, PO Box 71581, London, E6 9NF.

Baird & Co. will ensure that when we collect personal data it is:

- Processed lawfully, and fairly and is accurate and up to date
- Collected for specified and legitimate purposes
- Limited to what is necessary for the purpose for which it is collected and not kept for longer than is necessary for which you provided it
- Secured by internal measures
- Not transferred without adequate protection

To keep your information accurate and up to date we ask you to:

Provide accurate information and notify us of any changes such as a new address by contacting us at compliance@bairdmint.com.

What Personal Data Do We Collect?

We may collect information when you use this website, call us, visit us or open an account with us. If you open an account with us, you will be deemed to accept our Terms and Conditions, the Privacy Policy, and the Confidentiality & Data Protection Agreement (which is attached to all account opening forms).

Personally Identifiable Information you choose to provide

The types of personal data that we collect include:

- Your full name, date of birth and contact information including postal address(es), email address(es), and telephone numbers
- Copies of documents or images you provide to prove your identity or proof of address
- Information you provide us when contacting us with enquiries via our website, or by phone, email, or post.
- Details of any purchase and sales transacted with us, including those which do not proceed
- Debit card information and/or payment details
- Usage data (for example, including but not limited to website traffic data, communication data and the resources you access)
- Information collected through cookies
- Device / Electronic identification data (type of device that you use and unique identifiers such as your IP address, device IMEI number, the MAC address of the device's wireless network interface, and the mobile phone number, network and operating system used by the device.
- Your vehicle details and registration number, your representative organisation (if a business) and image (which may be recorded on CCTV) if you visit us

Non-Personally Identifiable Information that we collect

We may use cookies and web server logs to collect aggregate information such as date and time of visits, pages viewed, time spent on the website, and sites visited before and after ours. This is not associated with individuals and helps us understand usage patterns.

Why Do We Collect Personal Data?

We collect and process your personal data based on one or more of the following reasons and/or statutory basis:

- For us to comply with our legal obligations (for example, to conduct know your client and statutory anti-fraud checks)
- To perform a contract, you have entered into with us for the sale or purchase of goods and services
- You have given us consent to process your Personal Data for a specific purpose (for example, product, services, offers, promotions, competitions, and news)
- To perform a legitimate business interest (For example, we may use profiling, personalization and internet based direct marketing and targeted advertising*) to better understand our customers to assist us in improving our service and provide and/or recommend products/services relevant to the interests of our customers

**To opt out of profiling, personalisation and internet based direct marketing and targeted advertising, update your contact preferences to opt-out of all forms of direct marketing. This does not impact the use of cookies. Please see "This website uses cookies" on how to change or withdraw your consent.*

Disclosures of Your Personal Data

Baird & Co. is committed to protecting the privacy of all individuals that it collects data on and processing all personal data and confidential information received in accordance with the data protection laws. We may disclose your information to third parties in the following circumstances:

- To enforce or apply our Terms and Conditions or other agreements
- If a law, regulation, search warrant, or court order requires us to do so (without notice to you)
- To prevent fraud or any other unlawful conduct, (without notice to you) in accordance with our regulatory/statutory obligations
- With Baird & Co. approved third-party contractors who assist us in the development and maintenance of our website, computer, and telephony systems
- From time to time, with other Baird & Co. approved third-party contractors for the improvement or enhancement of our services

Personally identifiable information will not be shared in ways unrelated to the purposes described without providing you an opportunity to opt out or otherwise prohibit such uses.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. Baird & Co. approved third-party contractors are required to enter an agreement that stipulates that we do not allow our them to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

This Website Uses Cookies (Cookies and Tracking):

This site uses different types of cookies including some placed by third-party services. We use cookies to personalise content and ads or provide features and analyse our traffic. We may also share information about your use of our site with our social media, advertising, and analytical partners. We can store cookie on your device if they are strictly necessary for the operation of this site, for all other cookies we require your permission. You can at any time change or withdraw your consent from the cookie declaration on our website. Our Privacy Policy (above) outlines who we are, how we process your data and how you can contact us.

Cookies allow our web servers to recognise the computer used to access the website and collect aggregate data such as date and time of visits, pages viewed, time spent, and sites visited before and after. You can disable cookies in your browser preferences, but some parts of the website may not operate correctly if disabled. Consult your browser provider for instructions on disabling cookies.

Security

We take reasonable steps to maintain the security of personally identifiable information, including limiting physical access to our database servers and installing electronic security systems against unauthorised access. However, no data transmission over the internet can be guaranteed completely secure, so transmission is at your own risk.

Your Rights

Under the data protection laws, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances, so long as permitted by relevant regulatory requirements
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You can change your preferences or unsubscribe from receiving requested information, including marketing materials and newsletters, by following the instructions at the bottom of each communication or by contacting us at dataprotection@bairdmint.com.

Changes to Policy

We may update this Privacy Policy from time to time. We encourage you to review it periodically for any changes.

Privacy Protections for Children Using the Internet

Protecting children's privacy is important to us. We do not collect or maintain information from those we know to be under 16, and no part of our website is targeted to attract anyone under 16. If you are under 16, please do not disclose or provide any personally identifiable information on our website.