



Website Privacy Notice and Cookies Policy

Criterion Ltd (Criterion) is committed to protecting your personal data. This Privacy Notice explains how and why we collect your personal data, and how we keep it secure.

Who we are and where to contact us

Criterion Ltd is an Appointed Representative of Advent Solutions Management Ltd who are authorised and regulated by the Financial Conduct Authority FRN 308751. Criterion is registered in England and Wales with registration number FRN 1005597 and registered office at 3 Castlegate, Grantham, Lincolnshire, United Kingdom, NG31 6SF. You can telephone us on +44 7772 334248.

How we collect your personal data

We only collect your data when you decide to contact us with an enquiry by telephone or in correspondence. Although we do not collect your personal data through our website, we do look at how you use it using cookies, so we can continually improve your experience.

The personal data we may collect if you contact us

- Your email address and phone number to contact you in respect of your enquiry
- Data about your enquiry of us – for example in phone calls, emails and letters

How and why we share your personal data

It is sometimes necessary to share your personal information with relevant third parties. In order to demonstrate Criterion's compliance with applicable regulation, we may in particular share your information with the Financial Conduct Authority and the Information Commissioner's Office. Their privacy notices can be found [here](#) and [here](#).

We will keep your personal data in line with Criterion's data retention policy and as required to comply with any legal or regulatory requirements.

We are committed to keeping the personal data you provide to us secure, and we will take reasonable precautions to protect your personal information from loss, misuse or alteration. We do not sell your personal information for any purpose.

Your Rights

You have the right to:

- Know what specific personal data we hold on you in our records, and request a copy of that personal data
- Have your personal data corrected or removed if it is inaccurate or incomplete
- Have your personal data deleted from our systems
- Restrict the processing of your personal data
- Object to the processing of your personal data, for example for communication, or direct marketing
- Have your personal data transferred to another company



- Withdraw consent to having your personal information used for marketing purposes

Your personal data is not used for any automated decision making or profiling.

We will comply with any request on the processing of your personal data unless fulfilling your request would reveal information about another person, or if you ask to delete information which we are permitted or required by law to keep.

Cookie and Web Privacy Policy

This website uses cookies to improve your experience while you navigate through the website. Cookies are very small text files downloaded onto your PC when you first visit our website. We use only those cookies which are necessary to enable Criterion's website to function correctly. These cookies require no consent because they do not store or transmit personally identifiable information about you.

We use Google Analytics to count page visits, identify traffic sources and to collect information about how visitors have found and use our website. These cookies are set automatically on each page and do not collect or store any personal data. If you would like to learn more about cookies or turn them off in your browser, please [click here](#). Please note that if you do turn off cookies within your browser, this website may not operate correctly.