

# **Children's Privacy Notice**

**Your Personal Information  
and what we do with it.**

**April 2026**



**West Brom**  
Building Society

Public

# Privacy Notice

## Children's

### Who we are and how to contact us and our Data Protection Officer (DPO)

We are the West Bromwich Building Society of 2 Providence Place, West Bromwich B70 8AF.

You have rights to ensure if you don't like what we are doing with your personal information, you can ask us to stop. You can contact us on 0345 241 3784 (we are open Monday to Friday 8.30am to 6.00pm; Saturday 8.30am to 12.30pm) or [GDPR@westbrom.co.uk](mailto:GDPR@westbrom.co.uk) or at the address above. Alternatively ask your parent or guardian to give us a call.

This privacy notice may be updated from time to time. You should check the webpage [www.westbrom.co.uk/privacy-notice](http://www.westbrom.co.uk/privacy-notice) regularly so that you can read the most up to date version.

### What information we collect and store

The information we will collect about you will include:

- Personal information (such as name, date of birth and contact details);
- Identification documents;
- Characteristics (such as nationality and some special categories of personal data for example about your health or your personal circumstances); and
- Personal information which we obtain from Fraud Prevention Agencies.

We will collect the information from you when you apply for our products or make an enquiry about our services, when you contact us by phone or visit one of our branches.

We will not send you any marketing material whilst you are under 16. When you turn 16 we will send you information about our products and services if consent was provided when you opened your account.

### Why do we collect and use your information?

We will collect information about you:

- To manage our relationship with you;
- To provide the products and services you have requested;
- To provide guidance about our products and services;
- To identify you when you contact us;
- To help detect and prevent crime;
- To deliver our products and services;
- To adhere to laws and regulations that apply to you; and
- To conduct market research and analysis and develop statistics.

We are unable to provide you with the savings account or to process your application without having personal information about you. This is because the processing of this data is necessary for us to operate your account. You have the right to object to us using your information for market research and analysis and can do so by contacting us on the details above.

### What are the legal grounds for our processing of your personal information?

We process your personal data based on your contract. We are required to process your personal data in order to carry out the contract in place to facilitate your account.

West Bromwich Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Register No: 104877. 'the West Brom' and 'West Brom Building Society' are trading names of West Bromwich Building Society.



## How long will we keep your data?

Should you enquire about a product or service with us but you do not open an account we will keep your information for 6 months.

We will retain your information as a savings customer for a period of 7 years after the closure of your account to ensure we can maintain the records we are required to keep and to respond to any queries you may have at a later date. Where there is a lawful reason or you make a complaint we may retain your data for longer than this.

## Is your personal information transferred outside the UK?

We may transfer your personal information to one of our suppliers outside the UK, but only where adequate protection measures are in place in compliance with data protection laws. For example, transfers of your personal information to the EU/EEA are permitted under the EU's UK GDPR adequacy decision. For transfers to countries without an adequacy decision, we will safeguard your personal information by putting in place data transfer agreements based on the applicable Standard Contractual Clauses and/or make use of other appropriate data transfer mechanisms. We will further protect your personal information by always using encryption methods whereby such information is converted into a code only readable by the organisation to which it is sent.

## Cookies, online forms, third party websites and social media websites

### Cookies

We use cookies on our website. For detailed information on the cookies we use and the purpose for which we use them, please see our Cookies Policy here: [www.westbrom.co.uk/privacy-and-security-centre/cookies](http://www.westbrom.co.uk/privacy-and-security-centre/cookies).

### Online forms

When we collect personal data, for example via an online form, we will explain what we intend to do with it.

### Third party websites

When we include links to third party websites, please bear in mind they'll have their own privacy and cookie policies. We recommend you read their policies as we're not responsible or liable for these sites.

### Social media websites

We are a user of LinkedIn, Facebook and Instagram and interact with other users by creating a public profile which includes information on our current activities. If you post on our Social Media pages or send us a private or direct message via these, we will assume you give permission for us to respond. When we include links to social media sites, please bear in mind they'll have their own privacy and cookie policies. We recommend you read their policies as we're not responsible or liable for their sites.

### Artificial Intelligence (AI)

We and our third parties may use AI in our processing of personal data, this may be used to streamline processes and enhance your customer experience. Any use of AI will not be used for wider public AI learning and will remain within the control of us or our third parties. We will not use AI to make fully automated decisions.

## Who will we share your information with?

We have people who help us to carry out our business and help us comply with the law. We may share your information with:

- Joint account holders or signatories on your account;
- Our legal and other professional advisers;
- Organisations who regulate us;
- Fraud Prevention Agencies; and

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- Government and law enforcement agencies.

We form part of a group of companies and we may share your personal information with these companies in our group.

## Your rights

Below is a list of rights you have in respect of the information we hold about you and your account(s):

- The right to be informed about what we do with your information (this notice);
- The right to have your personal information corrected if it is wrong;
- The right to object to what we do with your personal information;
- The right to restrict what we do with your personal information;
- The right to have your personal information deleted;
- The right to find out what information we have about you and ask for a copy (a Subject Access Request); and
- The right to move, copy or transfer your personal information.

These rights do not apply in all circumstances. If you would like to find out more about these rights please contact us using the details in the 'Who are we and how to contact us' section on page 2.

## Got a complaint?

If you have a complaint about the way we are processing your data we would welcome the chance to deal with this. You also have the right to complain about us to a person who protects your privacy rights in the UK, the Information Commissioner's Office: [www.ico.org.uk](http://www.ico.org.uk)