

White Label Loans Privacy Notice

Your personal information and what we do
with it May 2026



Your personal information and what we do with it

The meaning of some terms that we use in this privacy notice:

Automated decision making means a process where we make decisions about you, such as your suitability for a product, using a computer based and automated system without a person being involved in making that decision (at least first time around).

Profiling means any form of automated processing of your personal information to evaluate certain personal aspects about you, such as to analyse or predict aspects concerning your economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

Process or processing includes everything we do with your personal information from its collection, right through to its destruction or deletion when we no longer need it. This includes for instance collecting it (from you), obtaining it (from other organisations), using, sharing, storing, retaining, deleting, destroying and transferring it overseas.

Legitimate interests is mentioned in our privacy notice because data protection laws allow the processing of personal information where the purpose is legitimate and is not outweighed by your interests, fundamental rights and freedoms. Those laws call this the legitimate interests legal ground for personal data processing.

Who we are and how to contact us and our Data Protection Officer

White Label Lending Limited of 2 Providence Place, West Bromwich B70 8AF, is a data controller of your personal information. This means information that is about you or from which you can be identified. This privacy notice describes how we deal with your personal information. We are the data controller of this information under relevant data protection laws because in the context of our business relationship with you we decide how and why it is processed in the ways explained in this privacy notice. When we use terms such as we, us and our in this notice, we mean White Label Lending Limited.

Our Data Protection Officer can be contacted at any time including if you have queries about this privacy notice or wish to exercise any of the rights mentioned in it. They can be contacted at the above address or by emailing: gdpr@westbrom.co.uk

You will see at the end of this privacy notice that we mention the privacy notice of Credit Reference Agencies (CRAs). We do need to share this with you. Please read it carefully and contact those organisations if you have questions (their details are in their notices).

This privacy notice may be updated from time to time. You should check the webpage www.westbrom.co.uk/subs-privacy-notice regularly so that you can read the up to date version.

Have you been introduced to us by a broker or other intermediary?

Our products and services are available directly from us as well as through professional and financial advisors and anyone else who acts as a person sitting in between you and us in relation to what we do for you. In this notice we will call these persons 'brokers and other intermediaries'.

When a broker or other intermediary processes your personal information on our behalf, this privacy notice will apply and you should contact our Data Protection Officer to exercise your rights under data protection laws. When a broker or other intermediary processes your personal information as a data controller in its own right, its own privacy notice will apply and you should ask them for a copy if you do not have one by the time you are introduced to us.

What kinds of personal information about you do we process?

This will depend on the products or services you apply for and (if your application is successful) obtain from us. Before we explain what particular information we would specifically need in relation to our mortgage accounts, we will explain what information is relevant to all of our products and services.

Personal information that we generally process in connection with all our products and services

This includes:

- Your title, full name, your contact details, including for instance your email address, home and mobile telephone numbers;
- Your home address, correspondence address (where different from your home address) and address history;
- Your date of birth and/or age, e.g. to make sure that you are eligible to apply for the product and/or that it is suitable for you;
- Your nationality, if this is necessary for us to comply with our legal and regulatory requirements;
- Records of how you have contacted us and, if you get in touch with us online, details such as your mobile phone location data, IP address and MAC address;
- Personal information which we obtain from Fraud Prevention Agencies (see the section on 'Fraud Prevention Agencies' on page 8); and
- Some special categories of personal data such as about your health or your personal circumstances (more details on page 6).

Additional personal information that we process in connection with a mortgage

This includes:

- Your financial details e.g. your salary and details of other income, details of your savings, details of your expenditure, and details of account(s) held with other providers if you pay your mortgage from those account(s);
- Details about all of your existing borrowings and loans;
- Personal information about your credit history which we obtain from Credit Reference Agencies (CRAs) including data which originates from Royal Mail (UK postal addresses), local authorities (electoral roll), the insolvency service, Companies House, other lenders and providers of credit (who supply data to the CRAs), court judgments, decrees and administration orders made publicly available through statutory public registers (see the section on 'Credit Reference Agencies' on page 7);
- Information about your employment status including whether you are employed, retired or receive benefits;
- Information about your occupier status, such as whether you are a tenant, live with parents or are an owner occupier of the property in which you live at the time of your application;
- Information which is relevant for your residency and/or citizenship status, such as your nationality, your length of residency in the UK and/or whether you have the permanent right to reside in the UK;
- Your marital status, family, lifestyle or social circumstances if relevant to the mortgage product (e.g. the number of dependents you have or if you are a widow or widower); and

- Where relevant, information about any guarantor which you provide in any application.

Joint applicants, guarantors and powers of attorney

If you make a joint application with your spouse, partner or family member, we will also collect the personal information mentioned earlier about that person. You must show this privacy notice to the other applicant and ensure they confirm that they know you will share it with us for the purposes described in it. If you look now at the 'What are the legal grounds' section (on page 4) you will see reference to consent and a description of some limited scenarios where it may be relevant to what we do with personal information. If we ask you to obtain consent from the joint applicant (such as for marketing) you should do that using the consent capture mechanism that we give or make available to you for that purpose.

If you apply for a mortgage with a guarantor, that person will see this privacy notice when they submit their own personal information to us because they must sign the application form.

If there is somebody who has power of attorney over your affairs, that person will see this privacy notice when we make contact with them directly.

What is the source of your personal information?

We will generally collect your personal information from you directly. If you are introduced to us by a broker or other intermediary, we will obtain some personal information about you indirectly from them when they introduce you to us.

In addition, we obtain your personal information from other sources such as Fraud Prevention Agencies, Credit Reference Agencies (CRAs), your employer, landlord, other lenders, HM Revenue and Customs (HMRC), Department for Work and Pensions (DWP), publicly available directories and information (e.g. telephone directory, social media, internet, news articles), debt recovery and/or tracing agents, other organisations to assist in prevention and detection of crime, police and law enforcement agencies. In addition, some of your personal information may come from other members of our Group if you already have a product with them.

Some of the personal information obtained from CRAs will have originated from publicly accessible sources. In particular, CRAs draw on court decisions, bankruptcy registers and the electoral register (also known as the electoral roll). We explain more about CRAs on page 7. We have also mentioned on page 3 in the lists of personal information that we process some of the CRAs' other sources of information (which are our own source of information too).

What are the legal grounds for our processing of your personal information (including when we share it with others)?

Data protection laws require us to explain what legal grounds justify our processing of your personal information (this includes sharing it with other organisations). For some processing more than one legal ground may be relevant (except where we rely on a consent). Here are the legal grounds that are relevant to us:

- 1) Processing necessary to perform our contract with you for the mortgage account or for taking steps prior to entering into it (during the application stage):
 - a) Administering and managing your mortgage account and services relating to that, updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt;
 - b) All stages and activities relevant to managing your mortgage account including enquiry or application, administration and management of accounts, illustrations, requests for transfers of equity or setting up/ changing/removing guarantors; and
 - c) When we do what we will call throughout this privacy notice 'profiling and other automated decision making'; by 'automated decision making' we mean making decisions about you, such

as your suitability for a product, using a computer based and automated system without a person being involved in making that decision (at least first time around) and by 'profiling' we mean doing some automated processing of your personal information to evaluate personal aspects about you, such as analysing or predicting your economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

- 2) Where we consider that, on balance, it is appropriate for us to do so, processing necessary for the following legitimate interests which apply to us and in some cases other organisations (who we list on page 5) are:
- a) Administering and managing your mortgage account and services relating to that, updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt;
 - b) To test the performance of our products, services and internal processes;
 - c) To adhere to guidance and best practice under the regimes of governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and the Financial Services Compensation Scheme;
 - d) For management and audit of our business operations including accounting;
 - e) To carry out searches at Credit Reference Agencies pre-application, at the application stage, and periodically after that. Where you have been introduced to us by a broker or other intermediary they may do these searches on our behalf;
 - f) To carry out periodic searches on you for up to 5 years after an unsuccessful application, to aid our risk modelling and credit scoring purposes;
 - g) To carry out monitoring and to keep records;
 - h) To administer our good governance requirements and those of other members of our Group;
 - i) For market research and analysis and developing statistics;
 - j) For direct marketing communications;
 - k) For some of our profiling and other automated decision making, in particular where this does not have a legal effect or otherwise significantly affect you; and
 - l) When we share your personal information with these other people or organisations:
 - Your guarantor (if you have one);
 - Joint account holders, trustees and beneficiaries, and any person with power of attorney over your affairs (in each case only if relevant to you);
 - Members of our Group;
 - Other account holders or individuals when we have to provide your information to them because some money paid to you by them should not be in your account;
 - The broker or other intermediary who introduced you to us;
 - Our legal and other professional advisers, auditors and actuaries;
 - Financial institutions and trade associations;
 - Governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and the Financial Services Compensation Scheme;
 - Tax authorities who are overseas for instance if you are subject to tax in another jurisdiction we may share your personal information directly with relevant tax authorities overseas (instead of via HMRC);

- Other organisations and businesses who provide services to us such as debt recovery agencies, back up and server hosting providers, IT software and maintenance providers, document storage providers and suppliers of other back office functions;
- Buyers and their professional representatives as part of any restructuring or sale of our business or assets;
- Actual or proposed transferees, acquirers or assigns of all or part of our rights and obligations;
- Any party with whom we or our agents have, or are considering entering into, a contractual agreement in relation to your account;
- Any actual or proposed provider or arranger of finance relating to your account or any security agent or trustee in connection thereto and each of their respective professional advisers;
- Credit Reference Agencies and their professional advisers; and
- Market research organisations who help us to develop and improve our products and services.

3) Processing necessary to comply with our legal obligations:

- a) For compliance with laws that apply to us;
- b) For establishment, defence and enforcement of our legal rights or those of any other member of our Group;
- c) For activities relating to the prevention, detection and investigation of crime;
- d) To carry out identity checks, anti-money laundering checks, and checks with Fraud Prevention Agencies pre-application, at the application stage, and periodically after that. Where you have been introduced to us by a broker or other intermediary they may do these searches on our behalf.
- e) To carry out monitoring and to keep records;
- f) To deal with requests from you to exercise your rights under data protection laws;
- g) To process information about a crime or offence and proceedings related to that (in practice this will be relevant if we know or suspect fraud); and
- h) When we share your personal information with these other people or organisations:
 - Your guarantor (if you have one);
 - Joint account holders, trustees and beneficiaries, and the person with power of attorney over your affairs;
 - Other account holders or individuals when we have to provide your information to them because some money paid to you by them should not be in your account;
 - Fraud Prevention Agencies;
 - Law enforcement agencies and governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and the Financial Services Compensation Scheme (depending on the circumstances of the sharing); and
 - Courts and other organisations where it is necessary for the administration of justice, to protect vital interests and to protect the security or integrity of our business operations.

- 4) Processing with your consent:
 - a) When you request that we share your personal information with someone else;
 - b) For direct marketing communications;
 - c) For some of our profiling and other automated decision making; and
 - d) For some of our processing of special categories of personal data such as about your health or your personal circumstances (and it will be explained to you when we ask for that explicit consent what purposes, sharing and use it is for).
- 5) Processing for a substantial public interest under laws that apply to us where this helps us to meet our broader social obligations such as:
 - a) Processing of your special categories of personal data such as about your health or your personal circumstances;
 - b) Processing that we need to do to fulfil our legal obligations and regulatory requirements; and
 - c) When we share your personal information or details of your personal circumstances with other people and organisations such as members of our Group, your relatives, social services, your carer or the person who has power of attorney over your affairs.

How and when can you withdraw your consent?

Much of what we do with your personal information is not based on your consent, instead it is based on other legal grounds. For processing that is based on your consent, you have the right to take back that consent for future processing at any time. You can do this by contacting us using the details on page 2. The consequence might be that we cannot send you some direct marketing communications, or that we cannot take into account special categories of personal data such as about your health or your personal circumstances (but these outcomes will be relevant only in cases where we rely on explicit consent for this).

We will tell the broker or other intermediary who introduced you to us that you have withdrawn your consent only if it is our data processor (this means an organisation who is processing personal information on our behalf) or if we are required to do so when you exercise certain rights under data protection laws. You should make sure to contact them directly to withdraw your consent for what they do with your personal information as they are a data controller in their own right.

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.

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 private or direct messages 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 are not responsible 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. See the Profiling and other automated decision-making section below for other uses of AI.

How do we share your information with Credit Reference Agencies?

In order to process your application, we will perform credit and identity checks on you with one or more Credit Reference Agencies ('CRAs'). Where you take banking services from us we may also make periodic searches at CRAs to manage your account with us.

To do this, we will supply your personal information to CRAs and they will give us information about you. This will include information from your credit application and about your financial situation and financial history.

CRAs will supply to us both public (including the electoral register) and shared credit, financial situation and financial history information and fraud prevention information.

We will use this information to:

- Assess your creditworthiness and whether you can afford to take the product;
- Verify the accuracy of the data you have provided to us;
- Prevent criminal activity, fraud and money laundering;
- Manage your account(s);
- Trace and recover debts; and
- Ensure any offers provided to you are appropriate to your circumstances.

We will continue to exchange information about you with CRAs while you have a relationship with us. We will also inform the CRAs about your settled accounts. If you borrow and do not repay in full and on time, CRAs will record the outstanding debt. This information may be supplied to other organisations by CRAs.

When CRAs receive a search from us they will place a search footprint on your credit file that may be seen by other lenders.

If you are making a joint application, or tell us that you have a spouse or financial associate, we will link your records together, so you should make sure you discuss this with them, and share with them this information, before lodging the application. CRAs will also link your records together and these links will remain on your and their files until such time as you or your partner successfully files for a disassociation with the CRAs to break that link.

The identities of the CRAs, their role also as Fraud Prevention Agencies, the data they hold, the ways in which they use and share personal information, data retention periods and your data protection rights with the CRAs are explained in more detail at:

Experian: <https://experian.co.uk/legal/crain> ; and

Equifax: <https://www.equifax.co.uk/privac-hub/crain>

How do we share your information with Fraud Prevention Agencies?

The personal information we have collected from you will be shared with Fraud Prevention Agencies who will use it to prevent fraud and money laundering and to verify your identity. If fraud is detected, you could be refused certain services and/or finance. For these purposes, we are Joint Data Controllers with Synectics (as Fraud Prevention Agency), with their Data Protection Officer being contactable at dpo@synectics-solutions.com for further details of how your information will be used by us and these Fraud Prevention Agencies.

What should you do if your personal information changes?

You should tell us without delay so that we can update our records. The contact details for this purpose are:

Data Protection Officer
White Label Loans
2 Providence
Place West
Bromwich B70
8AF

Or via email at: gdpr@westbrom.co.uk

If you were introduced to us by a broker or other intermediary who is data controller in its own right, you should contact them separately. In some cases where you exercise rights against us under data protection laws (see page 10) we may need to inform the broker or other intermediary but this will not always be the case.

Do you have to provide your personal information to us?

We are unable to provide you with a mortgage account or to process your application without having personal information about you. Your personal information is required before you can enter into the relevant contract with us, or it is required during the life of that contract, or it is required by laws that apply to us. If we already hold some of the personal information that we need – for instance if you are already a customer – we may not need to collect it again when you make your application. In all other cases we will need to collect it.

Do we do any monitoring involving processing of your personal information?

In this section monitoring means any listening to, recording of, viewing of, intercepting of, or taking and keeping records (as the case may be) of calls, emails, text messages, social media messages, in face to face conversations and other communications.

We may monitor where permitted by law and we will do this where the law requires it. In particular, where we are required by the Financial Conduct Authority's regulatory regime to record certain telephone lines or in face to face conversations (as relevant) we will do so.

Some of our monitoring may be to comply with regulatory rules, self-regulatory practices or procedures relevant to our business, to prevent or detect crime, in the interests of protecting the security of our communications systems and procedures, to have a record of what we have discussed with you and actions agreed with you, to protect you and to provide security for you (such as in relation to fraud risks on your account) and for quality control and staff training purposes.

Some of our monitoring may check for obscene or profane content in communications.

We may conduct short term carefully controlled monitoring of your activities on your mortgage account where this is necessary for our legitimate interests or to comply with our legal obligations. For instance, where we suspect fraud, money laundering or other crimes.

Telephone calls and/or in face to face conversations between us and you in connection with your application and the mortgage account may be recorded to make sure that we have a record of what has been discussed and what your instructions are. We may also record these types of calls for quality control and staff training purposes.

Profiling and other automated decision making

This section is relevant where we make decisions about you using only technology, and where none of our employees or any other individuals have been involved in the process. For instance, in relation to transactions on your mortgage account and triggers and events such as account opening anniversaries and maturity dates. We may do this to decide what direct marketing communications are suitable for you, to analyse statistics and assess lending and insurance risks.

We can do this activity based on our legitimate interests (and they are listed in the section about legal grounds on page 4) only where the profiling and other automated decision making does not have a legal or other significant effect on you. In all other cases, we can do this activity only where it is necessary for entering into or performing the relevant contract, is authorised by laws that apply to us, or is based on your explicit consent. In those cases you have the right to obtain human intervention to contest the decision (see 'Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you' on page 11). Profiling for direct marketing communications can mean there is a separate right to object (see 'right to object' on page 10).

How long is your personal information retained by us?

Unless we explain otherwise to you, we will hold your personal information for the following periods:

- Retention, where your application is unsuccessful, to aid our risk modelling and credit scoring purposes. Where your application has been unsuccessful, we will retain the personal information that we need to keep in order to aid our risk modelling and credit scoring purposes for 5 years.
- Retention in case of queries. We will retain the personal information that we need to keep in case of queries from you (for instance, if you apply unsuccessfully for a product or service) for 12 months unless we have to keep it for a longer period (see directly below); and
- Retention in accordance with legal and regulatory requirements, or in case of claims. We will retain the personal information that we need to keep for the period in which we are required in order to fulfil our legal and/or regulatory requirements, or for the period in which you might legally bring claims against us. This, in practice, means up to 15 years after the redemption of the relevant mortgage account you have with us or, in some cases, longer where we have reason to believe we need to for any of the reasons stated within this paragraph.

If you would like further information about our data retention practices, contact our Data Protection Officer.

What are your rights under data protection laws?

Public

Here is a list of the rights that all individuals have under data protection laws. They do not apply in all circumstances. If you wish to exercise any of them we will explain at that time if they are engaged or not.

- The right to be informed – we have to be transparent with you about the processing that we do with your personal information. This is why we have a privacy notice.
- The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed in certain circumstances.
- The right to object to processing of your personal information where it is based on legitimate interests, where it is processed for direct marketing communications (including profiling relevant to direct marketing communications) or where it is processed for the purposes of statistics.
- The right to restrict processing of your personal information.
- The right to have your personal information erased (also known as the ‘right to be forgotten’). This enables an individual to request the deletion or removal of personal information where there is no compelling reason for its continued processing.
- The right to request access to the personal information held about you. You may make a request in writing (including email) or verbally (e.g. by calling us). There is no charge to make such a request and we will aim to respond within one calendar month.
- The right to data portability. This allows individuals to obtain and reuse their personal information for their own purposes across different services; to move, copy or transfer their personal information easily from one environment to another in a safe and secure way without hindrance to usability.
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you. This right allows individuals in certain circumstances to access certain safeguards against the risk that a potentially damaging decision is taken solely without human intervention.

You have the right to complain to the Information Commissioner’s Office which enforces data protection laws:
www.ico.org.uk

If you wish to exercise any of these rights against the Credit Reference Agencies, the Fraud Prevention Agencies, or a broker or other intermediary who is data controller in its own right, you should contact them separately.

Data anonymisation and use of aggregated information

Your personal information may be converted into statistical or aggregated data which cannot be used to re-identify you. It may then be used to produce statistical research and reports. This aggregated data may be shared and used in all the ways described in this privacy notice.

Your marketing preferences and what this means

We may use your home address, phone numbers, email address and social media (e.g. Facebook, Google and message facilities on other platforms) to contact you according to your marketing preferences. This means we do this only if we have a legal ground which allows it under data protection laws – see page 6 for what is our legal ground for marketing. You can stop our direct marketing communications at any time by writing to:

Data Protection Officer
White Label Loans

2 Providence
Place West
Bromwich B70
8AF

Alternatively, you can speak to our White Label Loans team on 0800 877 8901 or 0345 241 3521 (we are open Monday to Friday 8.30am to 6.00pm; Saturday 9.30am to 12.30pm).

YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR LOAN

Braille, audio and large print versions of this leaflet are available upon request. Please contact us on 0800 877 8901 or 0345 241 3521.

WHITE LABEL LOANS IS A TRADING NAME OF WHITE LABEL LENDING LIMITED REGISTERED IN ENGLAND

REGISTERED OFFICE: WHITE LABEL LENDING LIMITED, 2 PROVIDENCE PLACE, WEST BROMWICH B70 8AF.

White Label Lending Limited is a wholly owned subsidiary of Insignia Finance Limited who in turn are a wholly owned subsidiary of West Bromwich Building Society, who are authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority. White Label Lending Limited is regulated by the Financial Conduct Authority. Register No. 740132.

Calls and electronic communications may be monitored and/ or recorded for your security and may be used for training purposes. Your confidentiality will be maintained.

