



Baird & Co.
Bullion Merchants
Est. London 1967

Confidentiality and Data Protection Agreement 2024

Before providing any information related to yourself and/or other identifiable living individuals in connection with this Agreement, it is essential to be aware of and provide the following information to all other identifiable living individuals whose data is to be supplied.

1. Categories of Personal Data

(a) The categories of personal data that you are providing to us should be clearly communicated.

2. Our Identity and Data Protection Officer

(b) Our identity is as follows: Baird & Co. Limited. You/they can contact our Data Protection Officer at dataprotection@bairdmint.com or via post at the following address: Data Protection Officer, Data Protection, PO Box 71581, London, E6 9NF.

3. Purpose of Data Processing

(c) The purposes for which we may process received personal data as a data controller include:

- (i) Administering and operating your account.
- (ii) Complying with applicable regulations.
- (iii) Pursuing our legitimate interests, particularly in the course of the operational support and development of our business.
- (iv) Evaluating customer service, efficiency, and cost, as well as risk management purposes.
- (v) Carrying out credit, money laundering, and conflict checks for the prevention of fraud and financial crime.
- (vi) Exercising and defending our legal rights worldwide.
- (vii) Complying with legal and regulatory requests made to us anywhere in the world.
- (viii) Reporting to and/or being audited by national and international regulators.

4. Legal Basis for Processing

(d) The processing is permitted by applicable data protection law because it is:

- (i) Necessary for the purposes of our legitimate interests, which are overridden by prejudice to the relevant individuals' privacy
- (ii) In certain cases, necessary for compliance with applicable regulations.

5. Disclosure of Personal Data:

(e) We may disclose received personal data to persons in the categories identified in 3 above and from 6 – 9 below.

6. International Data Transfers

(f) This may involve the transfer of received personal data to any country, including countries outside the European Economic Area. In such cases, unless the relevant country ensures an adequate level of data protection or the transfer is necessary to perform a contract, we will ensure the transferred personal data is protected by a data transfer agreement. Further details are available by contacting our Data Protection Officer at dataprotection@bairdmint.com.

7. Data Retention

(g) We will retain received personal data for a minimum of 5 years to meet legal, regulatory, and business requirements. Retention periods may be extended if required to preserve personal data in connection with litigation, investigations, and proceedings

8. Data Subject Rights

(h) You/they have rights of access to, and rectification or erasure of, received personal data, and the right to restrict or object to its processing. These rights can be exercised by contacting us as indicated in paragraph 2 above, excluding circumstances denoted in section (g).

9. Complaints

(i) Individuals can lodge complaints about our processing of received personal data with the Office of the Information Commissioner (www.ico.org.uk).

Updated 2 February 2024



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Baird and Co Ltd

PO Box 71581

London

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www.bairdmint.com
Company Registration No: 2269558