Bailey Walsh Privacy Notice

CHARTERED UK & EUROPEAN PATENT & TRADE MARK ATTORNEYS
© 2026 Bailey Walsh & Co. LLP

BAILEY WALSH & CO. LLP – Privacy Notice

This privacy notice details how Bailey Walsh & Co. LLP and Bailey Walsh Europe Ltd (collectively referred to as "Bailey Walsh", "we", or "us" hereon) as a data controller defined under the Digital Economy Act 2017 and General Data Protection Regulations (GDPR) collects, stores, uses and protects the information you provide to Bailey Walsh. This policy also explains your rights in relation to your personal data (referred to as "data" or "information" hereon), and the steps that you can take to contact us or the relevant supervisory authorities in the event that you have a complaint.

Bailey Walsh is fully committed to ensuring that your privacy is always protected. Information supplied to Bailey Walsh from which you can be identified will only be used in accordance with this privacy statement and not for any other purposes without your express permission.

This policy is effective from 1st November 2026 and will be updated as required.

1. The Information We May Collect About You

Bailey Walsh may collect some or all of the following information about you if you make contact with us and/or in the event we act on your behalf. We may collect the following data on you as our client or as our prospective client:

- Your personal identity data – including your first and last name, title, company, nationality and/or date of birth
- Your contact information – including your address, email address, telephone number and/or details about payments between you and Bailey Walsh
- Your financial data – including your billing address, bank account and/or payment card details
- Case-related and transaction data – including information relevant to your IP files
- Your marketing preferences – including whether you wish to receive marketing communications from Bailey Walsh
- Premises visitor data
- Website visitor data – including your IP address, browser type, device type, and usage data in line with our **Cookie Policy**

In some cases, it may be necessary to collect further information to meet our regulatory requirements, including Anti-Money Laundering obligations. Such information may include address verification data (utility bills, bank statements etc.), place of birth, criminal convictions or other compliance-related information. In such cases it may also be necessary to collect scans of identification means such as passport scans. We will inform you before we collect this information and the need to do this when necessary and we will only collect and process this data with your explicit consent, noting that we may

© 2026 Bailey Walsh & Co. LLP

not be able to act as your representative if we are unable to access this information in line with our regulatory requirements.

2. How we collect this Information

In most cases, we will collect this Information from you directly, including via email communications, telephone communications, written correspondence, and/or by website contact form submissions. This also includes any information you provide us when making payments to us. Information may also be collected in the following ways:

- From publicly accessible sources, for example Companies House, your own company website, public social media presence or IP registries
- Directly from a third party, for example another firm that is transferring your IP portfolio to us or who otherwise engage with us in relation to your IP matters
- Via our website, in line with our **Cookie Policy**
- Your employer, for the purposes of identifying a named inventor/creator/author for filing an IP right

3. How do we use personal information?

Bailey Walsh may use your personal information in the following ways in accordance with the law (legal basis provided in *Italics*):

- Carrying out professional services to you (Your personal identity data; Your contact information; Your financial data; Case-related and Transaction data): including registering you as our client which may include our legal obligations in relation to Anti-Money Laundering regulations, anti-conflict of interest checks etc., keeping your information on our records for ongoing work and updating these records when necessary, and collecting and processing payments for work done or collecting payment on account for future work in line with our **Terms of Business**.

  Legitimate Interests: It is necessary for us to collect information from you to carry out work for you as your representative and to maintain our records for ongoing work.

  Contract: It is necessary for us to collect information from you to act as your representatives for the purposes of carrying out our contracted work with you, or to enter into a contract with you.

  Legal Obligation: The processing is necessary for us to comply with our legal obligations – including those obligations outlined and enforced by our governing body, IPReg.
- To provide you with information about our services and any industry updates regarding Intellectual Property (Your contact information; Your marketing preferences): including maintaining your email address on our mailing list for general communication emails from us and maintaining a record of your opt-in status for such mailing lists. Note: you have the right to opt out of marketing communications at any time. To opt-out of marketing preferences, please contact mail@bailey-walsh.com.

© 2026 Bailey Walsh & Co. LLP

Legitimate Interests: It is in our legitimate interests to market our business and increase the presence of our business through advertising.

- Maintaining records of visitors at our premises (Your personal identity data; Your contact information; Premises visitor data).

  Legitimate Interests: It is in our legitimate interests to maintain the security of our premises, for health and safety purposes and to maintain records for future reference for the administration of our offices.

  Legal Obligation: The processing is necessary for us to comply with our legal obligations – including for the purposes of Health and Safety and in line with the requirements outlined by our building managers, letting agents, and insurers.
- To maintain and administer our website (Website visitor data): including collecting website analytic data.

  Legitimate Interests: It is in our legitimate interests to analyse data of website visitation for the purposes network administration and security.

4. Sharing your personal information

Bailey Walsh will not rent or sell your personal data to any organisation or individual. Bailey Walsh will only share your information with third parties if it is in the course of our representative duties to you, including if it is an organisation who provide services on our behalf, or if we are legally required to. This includes:

- Third parties we may instruct on your behalf, including foreign attorney associates, renewal service providers, validation service providers, IP searching providers
- Intellectual Property Offices or Courts
- Other parties connected to a transaction involving you and their professional representation
- Our Professional Indemnity insurer
- Our IT and system administrators
- Our regulatory body, IPReg

We do not allow our third-party service providers to rent or sell your personal data to any organisation or individual and they will use your personal data only for our instructed purpose.

5. Transferring your personal data out of the UK and EEA

It may be necessary to share your personal information outside of the UK and European Economic Area (EEA), for example to instruct third parties in jurisdictions outside the UK and EEA.

These transfers are subject to rules under European and UK data protection law, and we will ensure we have your instructions before providing your personal information outside the UK and EEA.

© 2026 Bailey Walsh & Co. LLP

6. Security

Bailey Walsh takes the security of your data seriously and has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties and with the understanding of a duty of confidentiality.

In case of a suspected data or security breach, we will notify you and the appropriate regulator where we are legally required.

7. Data retention

The firm will retain your personal data for as long as is necessary through the course of our working relationship with you, or as required by the law. For example, we may need to retain your records and legal documentation as required by law, to respond to any complaints, and for our reference for any future work you may instruct us with.

When it is no longer necessary to retain your data, your personal data will be anonymised and/or your records and legal documentation will be deleted.

8. Your rights

Under GDPR you have the following rights:

- Right to be informed – To be informed about the collection and use of your personal data;
- Right of access - To access and obtain a copy of your data on request;
- Right to rectification - To require us to change inaccurate or incomplete data;
- Right to erasure - To require us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- Right to restrict processing - To require us to restrict or suppress your personal data in certain circumstances;
- Right to data portability – To obtain and reuse your personal data for your own purposes across different services; and
- Right to object - To object to the processing of your data where we are relying on our legitimate interests as the legal ground for processing.

You can withdraw consent for us to collect and process your personal data at any time. If you would like to exercise any of these rights, please contact us using the information provided in Section 9 below.

© 2026 Bailey Walsh & Co. LLP

You have the right to take any complaints about how we process your personal data by following our **Complaints Procedure**. If you remain dissatisfied following our Complaints Procedure, you have the right to raise the matter with the Information Commissioner's Office (ICO).

9. Changes to this policy and how to contact us

This policy may be updated. When this is the case, we will update this document accordingly.

If you have any questions about this policy, or if you wish to exercise any of your rights outlined above, please contact us by email at mail@bailey-walsh.com.

© 2026 Bailey Walsh & Co. LLP

CONTACT US:

Tel: +44 (0)113 2433824

Fax: +44 (0)113 2445699

Email: mail@bailey-walsh.com

HEAD OFFICE:

1 York Place, **Leeds**, LS1 2DR

ALSO AT:

3M Buckley Innovation Centre, Firth Street, **Huddersfield**, HD1 3BD

Rotterdam House, 116 Quayside, **Newcastle upon Tyne**, NE1 3DY

Tower Court, Oakdale Road, Clifton Moor, **York**, YO30 4XL

82 King Street, **Manchester**, M2 4WQ

Spaces, 1 West Regent Street, **Glasgow**, G2 1RW

Spaces, 1st Floor, Building Two, The Green, Dublin Airport Central, **Swords**, K67 E2H3, Ireland

© 2026 Bailey Walsh & Co. LLP