

# Privacy and Artificial Intelligence Web Policy

Issue Date: 1 February 2026

Revision: 2.0

## 1 INTRODUCTION

This privacy and Artificial Intelligence (AI) policy sets out the basis on which BiGGAR Economics gathers and processes information in compliance with the relevant data protection regulations and laws.

It provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data. By visiting [www.biggareconomics.co.uk](http://www.biggareconomics.co.uk) and by providing personal data to us, you are accepting and consenting to the practices described in this policy.

It also details guiding principles and rules BiGGAR Economics has in relation to AI and its working practices, as well as specific uses of AI in everyday working life.

### 1.1 Who We Are

BiGGAR Economics are committed to protecting and respecting your privacy.

The registered office for BiGGAR Economics is at, Shandwick House, 67 Shandwick Place, Edinburgh, EH2 4SD. BiGGAR Economics is a company registered in Scotland under company number SC253093.

For the purpose of the Data Protection Act 2018 and the General Data Protection Regulations, BiGGAR Economics act as the data controller when processing your data. Our designated Data Protection Officer/Appointed Person is Graeme Blackett, who can be contacted at BiGGAR Economics, 2<sup>nd</sup> Floor, Shandwick House, 67 Shandwick Place, Edinburgh, EH2 4SD.

### 1.2 Information That We May Collect From You

BiGGAR Economics processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

### 1.3 Information You May Give Us

This may arise from you completing forms on our website [www.biggareconomics.co.uk](http://www.biggareconomics.co.uk) (our website) or by corresponding with us by telephone, e-mail or otherwise. This includes information you provide through the website when looking at employment opportunities, such as your CV and covering letter, or if you report a problem to us through our website. The information you give us may include but may not be limited to your name, date of birth, business address, home address, business e-mail, personal e-mail, business telephone number, home telephone number, mobile telephone number and financial details.

### 1.4 How We Use Your Personal Data

BiGGAR Economics takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with economic professional service and marketing, you are free to withdraw this consent at any time. The purposes and reasons for processing your personal data are detailed below:

- we collect your personal data to provide our services and to ensure that projects are completed and can be sent out to your preferred address;
- we collect and store your personal data as part of our legal obligation for business accounting and tax purposes; and
- we will occasionally send you marketing information where we have assessed that it is beneficial to you as a client and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests.

## 1.5 Your Rights

You have the right to access any personal information that BiGGAR Economics processes about you and to request information about:

- what personal data we hold about you;
- the purposes of the processing;
- the categories of personal data concerned;
- the recipients to whom the personal data has/will be disclosed;
- how long we intend to store your personal data for; and
- if we did not collect the data directly from you, information about the source.

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request that we erase or restrict processing of your personal data (where applicable) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

## 1.6 Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. BiGGAR Economics uses, third party organisations to provide accounting services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

## 1.7 Safeguarding Measures

BiGGAR Economics takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have security measures in place, including restricted access, IT authentication, firewalls, anti-virus/malware, encryptions and all personal paper files kept securely in locked storage.

## 1.8 Consequences of Not Providing Your Data

You are not obliged to provide your personal information to BiGGAR Economics, however, as this information is required in order to provide you with our services, we will not be able to offer some/all our services without it.

## 1.9 How Long We Keep Your Data

BiGGAR Economics only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed. Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

## 1.10 Artificial Intelligence Usage

BiGGAR Economics have clear guidelines for the responsible, ethical and legally compliant use of Artificial Intelligence (AI) tools and technologies by all staff, including employees, co-consultants and contractors (collectively "Staff Members").

We:

- promote the ethical and fair use of AI technologies;
- mitigate the legal and reputational risks associated with AI usage;
- safeguard the privacy and security of confidential data;
- ensure human oversight and accountability in all AI-driven processes; and
- maximise the benefit of AI to enhance operational efficiency and drive organisational growth.

All work produced by BiGGAR Economics is our own and we always reference sources appropriately.

All AI use must comply with applicable laws and Staff Members must ensure AI usage is consistent with any specific contract terms, client agreements, or non-disclosure agreements (NDAs) which govern the use of client-provided data.

BiGGAR Economics uses AI to improve efficiency and quality for clients, particularly by recording meetings (with permission) to provide transcripts and summaries, as well as when carrying out quality assurance processes and information searches using Gemini.

Gemini is a Google AI tool, provided as part of BiGGAR Economics' Google Workspace platform, which comes with enhanced privacy and security protections and certifications in line with GDPR and HIPAA compliance.

When undertaking recruitment, interview assessment exercises are completed in person and offline to ensure personal effort and to ensure there is no use of AI tools. Application letters and CVs are screened for AI usage in the recruitment shortlisting process.

BiGGAR Economics is committed to undertaking regular updates to its AI policy and training for its Staff Members, guidelines and usage.