

Legitimate Interests Assessment

This document contains information about the legitimate interest assessment, guided by the ICO's layout. This is regarding how we process data in relation to email newsletter, and marketing.

1. Purpose Test

- Process to keep clients up to date on the latest Knocker & Foskett information.
- Inform clients of the other types of work we provide.
- We expect to have repeat business from clients and recommendations to friends and family.
- No third parties benefit from the data processing.
- The wider public benefits include maintaining our strong presence within Sevenoaks as a reliable law firm.
- These benefits are important to us as this marketing enables us to continue to grow as a firm.
- The processing is also important as a way of informing clients of services we offer that they may otherwise be unaware of.
- If we couldn't process the data this way, we would potentially lose clients repeat business.
- Could lose recommendations.
- Knocker & Foskett is complying with all specific data protection laws as well as all other relevant laws.
- There are no other ethical issues with this processing.

2. Necessity Test

- This processing will help achieve the purpose.
- The processing of email addresses is proportionate to this purpose.
- We would not achieve the same purpose without this processing, as we would not reach as many people.
- We only process email addresses and names for this purpose.
- We could not process less data.
- This data isn't processed in an intrusive way.
- The email addresses are given freely with a full understanding of how it will be used.

3. Balancing Test

- This is not special category data.
- We do not process criminal offence data.
- To send emails we only process minimal data, which people are unlikely to consider "private".
- This data is processed in a personal capacity.

Reasonable Expectations

- We have an existing relationship with the individual as they have been a client of the firm.
- They are clients of Knocker & Foskett. The data has been previously processed under GDPR “Contractual” basis.
- The data was used to carry out the work for their matter.
- This data is collected from the client and they are informed via the Terms of Business” and the “privacy statement”.
- Data is never obtained from a third-party.
- This data was collected when the client instructed us.
- There has been a change from mail to email, although this didn’t affect expectations.
- Our intent is understood
- We do not intend to do anything new or innovative.
- There are no other factors to lead clients to expect data not to be processed this way.

Likely Impact

- There are no likely negative impacts.
- Individuals can easily opt-out of emails from us at any time [every time an email is sent, they are given this option].
- There is a highly unlikely chance of any impact on the individual.
- People are not likely to object as the data is provided by them, with full knowledge and understanding of how it will be used.
- We are happy to explain this to any individuals.
- The person in charge of emails does access client matters unless it is for audit purposes.