

Privacy Statement– Biograph Wealth Advisors Limited ('Biograph')

January 2026

About us and our Privacy Statement

Biograph Wealth Advisors Limited ('Biograph') Privacy Statement refers to our commitment to data protection legislation compliance including the Irish Data Protection Acts and the EU General Data Protection Regulation.

We collect and process your personal data in the course of business. This personal data includes any offline physical data or online data that makes a person identifiable.

We process data for the following groups of individuals (current and former);

- Job candidates
- Prospective clients, clients (including family members) and employees of clients (where applicable)
- Contractors and outsourced service providers whose personal data is processed by us and
- Other parties whose personal data is processed by us.

Biograph are the Data Controller for the personal information we process, unless otherwise stated.

There are many ways you can contact us, including by phone (01 4980007), email (info@biograph.ie) and post (14 Herbert Street, Dublin 2, D02 KD76). For more information see www.biograph.ie

Please read this statement carefully as this sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. We know your personal information is important to you and it is important to Biograph too.

Where changes to this Privacy Statement occur, the updated version will be published on our website and where appropriate/possible communicated directly to individuals through a communication channel such as email and/or our social media.

Privacy Statement – January 2026

Current version January 2026 - Effective from 1st January 2026. Changes are as follows:

- Update to company address

Purpose and legal basis for processing your data

You agree that any data you provide to us will be true and accurate in all respects and you agree to notify us immediately of any changes to it. We will only collect personal information from or about you which is necessary for the following purposes:

General

- Provide advice and services to you and respond to your queries
- To comply with all relevant law & regulations (for example – anti money laundering regulations, Central Bank regulations)
- To manage the safety and security of you while on our premises
- To facilitate the prevention, detection and investigation of crime and the apprehension or prosecution of offenders
- To investigate, exercise or defend legal claims or other claims of a similar nature.

Prospective and existing clients

We need to collect and use your personal information to arrange for your contract through the relevant insurer/providers who underwrites or effects any policy you choose to go ahead with.

The personal information needed for policy contracts and accounts is held and used to:

- verify your identity and to verify the accuracy of the information we receive about you
- assess the information you have provided and make a decision as to whether we can provide you with cover through the relevant insurer
- provide you with a quotation for a product and to arrange for the provision of specific product cover should you decide to purchase a product through Biograph
- In the event of default on payments by clients we or a 3rd party on our behalf may contact you to receive payments due to us from clients (fees etc.) for services provided
- collect personal data of beneficiaries for the purpose of certain products
- Identifying vulnerable clients as required by central bank, The purpose is to ensure that our clients that are in vulnerable circumstances are treated not only fairly but with empathy and sensitivity to their circumstances
- share your personal information with the relevant provider to ensure that you have the appropriate cover in place (including provide quotes etc)
- provide you with information about your policy or plan
- provide ongoing client service
- to administer your policy and make any changes during its term, answer queries, provide updates or process a cancellation, contact you to inform you of any relevant actions you may need to take
- assist you in the making of a claim through the relevant insurer
- Provide quality advice, products and ongoing services to you
- Set up and administer your account as a client with us including meeting our Know Your Client ("KYC") obligations
- To maintain our relationship with you whilst you are a client and investigate any complaints or disputes
- Contact you for direct marketing purposes where you have provided your consent to same
- To provide essential communication with you, including to respond to information requests submitted
- To notify you about changes to contracted services relevant to you (or your family where appropriate)
- Any information shared with Biograph Wealth Advisors UK Limited will be shared strictly on a consent basis. The sharing of information is to assist with the joint delivery of services which may be required from time to time.

Outsourced service providers

- Set up, avail of your services, contact you and administer our account as a customer with you

Job candidates

- To facilitate the selection of suitable candidates for employment with us.

We collect your data based on the following legal basis

Consent- where you have explicitly agreed to us processing your information for a specific reason such as collecting data for a pension or life assurance application, marketing, newsletter or for special categories of data such as religious beliefs e.g Islamic finance, where you consent to us sharing your client information with Biograph Wealth Advisors UK Limited.

Where consent is relied upon as a basis for processing of any personal data, you will be presented with an option to agree or disagree with the collection, use or disclosure of personal data. Once consent is obtained it

can be withdrawn at any stage. As part of our marketing activities, a withdrawal option will be provided in all marketing communications thereafter.

Contract-where you have entered into a service with us and the processing is necessary to perform this service or processing is necessary in order to take steps at the request of the client prior to entering into a contract. For the provision of financial advice, you must give personal and financial information for your current and future needs to be assessed. This allows us to recommend the most suitable financial product for you. This also involves creating new personal information about you. We are required to complete this analysis of you, using your personal information, in order to comply with regulations applicable to Biograph.

Compliance -the processing is necessary for compliance with a legal obligation we have such as keeping records for revenue or tax purposes or providing information to a public body or law enforcement agency (including Central Bank of Ireland); we may be required to process certain data to carry out our obligations under employment, social security, social protection or health & safety law; the processing is necessary for the establishment, exercise or defence of legal claims.

We must also collect certain personal information to comply with Anti-Money Laundering law. This depends on your policy type and may include items such as up to date proof of identification and address.

For pension and life assurance we collect the relevant health data in line with Section 50 of the Data Protection Act 2018, the processing of data concerning health is lawful where the processing is necessary and proportionate for use to provide the following products:

- (a) a policy of insurance or life assurance
- (b) a policy of health insurance or health-related insurance
- (c) an occupational pension, a retirement annuity contract or any other pension arrangement or
- (d) the mortgaging of property

Legitimate interest

Processing is necessary for the purposes of a legitimate interest pursued by us to manage our business, subject to those interests not over-riding your fundamental rights and freedoms. This includes:

- Safeguarding the safety and security of our employees, property, and clients, buildings, information located or stored on the premises, and assets, and those of service providers, consultants, and advisors that assist us in carrying out its functions.
- To operate our business generally and manage and administer our services to clients, suppliers and potential candidates.
- From time to time, we may conduct customer satisfaction surveys. Where we do so we rely on the lawful processing of legitimate interest to enhance our service delivery. A withdrawal option will be provided in all survey communication thereafter.
- We use our clients' personal information, including yours, to identify the target market for our regulated products and services.

Personal data we hold

As part of our services, we need to obtain and process personal data as required where necessary to provide our services such as:

Types of Personal Data (i.e. any information relating to an identified or identifiable person)	
Demographic Data	name, date of birth, age,
Contact Details	home/work landline phone number, personal/work mobile, home/work postal address, personal/work email address, eircode
Financial Data	bank account number, investment account number, tax details
Financial Information	earnings, asset values, liabilities

Biograph .

WEALTH ADVISORS

Digital Identifiers	IP Address meta data, cookie identifier, advertising IDs, pixel tags, account handles
Occupation	Occupation, employed, self-employed
Residency and Citizenship	Country of Residence, Citizenship and Domicile
Investment risk profile	To establish a customer's attitude to investment risk (relates to pensions and investments) advisors have automated calculators which calculate the customers attitude to various levels of risk having answered a series of questions
Dependants	Number of dependents
Professional Advisors	Accountant, Solicitor
Social Media	URL LinkedIn
Special Categories Data	Health for the purposes of a life assurance application eg. Smoker status of client & spouse, capacity for the purpose of assisting vulnerable customer.
Government Identifiers	passport number, personal public service number, driver's licence, income tax number
Opinions and Assessments	Opinions and assessments collected in the course of operational tasks including investment/ risk profiling
Other	policy number, account number, unique reference number of a combination of specific criteria e.g., age, occupation, place of residence
Any other types of data not listed above	Financial goals and objectives

We may also receive your data indirectly from the following sources only where there is a valid lawful basis to do so:

- Your Accountant
- Your Solicitor
- Your other professional advisors
- Biograph Wealth Advisors UK Limited

How we protect your data?

We collect this data in a transparent way and only with the full knowledge of interested parties. Once this information is available to us, the following rules apply. Our data will be:

- Accurate and kept up-to-date
- Collected fairly and for lawful purposes only
- Processed by us on the basis of either a valid contract, consent, legal compliance or legitimate interest
- Protected against any unauthorised access or illegal processing by internal or external parties.

Our data will not be:

- Communicated to any unauthorised internal or external parties
- Stored for longer than required for the purpose obtained
- Transferred to organisations, states or countries outside the European Economic area without adequate safeguards being put in place as required under Data Protection law.

Our commitment to protect your data:

- Monitor access to sensitive data
- Develop transparent data collection procedures (including through our software Advisory AI)
- Train employees in data protection and security measures
- Build secure networks to protect online data from cyberattacks

- Establish clear procedures for reporting privacy breaches or data misuse
- Establish data protection practices (document shredding, secure locks, data encryption, frequent backups, access authorisation etc.).

Who we share your data with

Your personal information may also be processed by other organisations on our behalf for the purposes outlined above. We may disclose your information where necessary to the following: Product providers, Revenue, Social Welfare, Central Bank of Ireland, Data Protection Commission, outsourced Employment Law advisors, legal advisors, business advisors, financial, pension and leasing institutions, health professionals, law enforcement, Garda, debt collectors, Service providers, IT providers, couriers, shredding company, security company, printing company, CCTV company, providers with whom we hold agencies, administration services, accountant/auditors, insurers, recruitment agents, business consultants or subcontractors and to possible successors to our business.

Your personal data may be shared with our UK entity, Biograph Wealth Advisors UK Limited. Any information shared with Biograph Wealth Advisors UK Limited will be shared strictly on a consent basis. The sharing of information is to assist with the joint delivery of services which may be required from time to time. The website is www.biograph.co.uk and their Privacy Statement can be found [here](#).

We may also disclose your information for the prevention and detection of crime and to protect the interests of us or others, or if required to do so by law or another binding request.

Where we share your data with a product provider who is an independent data controller, we will provide a link to their privacy statement in our communications to you.

Processing your information outside the EEA

Some of third parties we share your data with may reside outside the European Economic Area (which currently comprises the Member states of the European Union plus Norway, Iceland and Liechtenstein). If we do this, your information will be treated to the same standards adopted in Ireland and include the following data protection transfer mechanisms:

- Model Clauses (also known as Standard Contractual Clauses) are standard clauses in our contracts with our service providers to ensure that any personal data leaving the EEA will be transferred in compliance with EU data-protection law. Copies of our current Model Clauses are available on request.
- Transfers to countries outside the EEA which have an adequate level of protection as approved by the European Commission such as the United Kingdom, https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en. The adequacy decision on the EU-U.S. Data Privacy Framework covers data transfers from any public or private entity in the EEA to US companies participating in the EU-U.S. Data Privacy Framework https://ec.europa.eu/commission/presscorner/detail/en/qanda_23_3752.
- Transfers permitted in specific situations where a derogation applies as set out in Article 49 of the GDPR. For example, where it is necessary to transfer information to a non-EEA country to perform our contract with you.

Using email to communicate

Any information you send to Biograph via email may be sent via an unsecured email link. Due to the nature of the internet, there is a possibility that unsecured (unencrypted) email could be intercepted and read by third parties. Biograph assumes no responsibility for interception of confidential information (including a CV) that you send in an unsecured (unencrypted) email message.

When do we collect sensitive personal data

Sensitive data is known as special categories of data in Data Protection law. Special categories of data are defined by GDPR as processing of personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation. We may collect the following special categories of data where necessary:

- For insurance products we may collect health data
- As part of AML, we are required to capture politically exposed persons and the country of origin

We will process special categories of personal data in the following circumstances:

1. In limited circumstances, with your explicit written consent.
2. Where we need to carry out our legal obligations and in line with our data protection policy.
3. Where it is needed in the public interest, and in line with our data protection policy.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else's interests) and you are not capable of giving your consent, or where you have already made the information public.

What you need to do when you provide us with other individuals' personal data

If you are providing personal information on behalf of a third party, you must ensure that the third party receives a copy of this Privacy Statement before their personal information is shared with us (e.g., spouse,).

Before you disclose general information or joint account information (where you are one of the joint account holders) to us about another person, you should be sure that you have their agreement to do so.

In the event, you are providing financial information from a third party to be used as part of the financial assessment, written authorisation confirming you have provided them with a copy of this Privacy Statement should be provided to us before we can use the third parties' data, in advance of submission of the application.

You do not need to provide this Privacy Statement in the following situations:

- the individual already has the information
- obtaining or disclosing such information is expressly laid down in the law to which the Biograph Wealth Advisors must comply, and which provides appropriate measures to protect the individual's legitimate interests
- where the personal data must remain confidential subject to an obligation of professional secrecy regulated by law

How long will we hold your personal data?

We will only retain personal data for as long as necessary for the purposes for which it was collected as required by law or regulatory guidance to which we are subject or to defend any legal actions. While different timeframes apply to different types of information and documentation, our statutory and regulatory obligations require us to retain client information for 7 years after we cease providing services to you

Your Rights

Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject have the following rights;

- **Right of access** – you have the right to request a copy of the information that we hold about you.

- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** – where certain conditions apply to have a right to restrict the processing (including through the use of our software Advisory AI).
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** – you have the right to object to certain types of processing such as direct marketing. You also have the right to object to the use of our software Advisory AI. This right/ option to object will be offered to you when booking a meeting with a Biograph team member.
- **Right to object to automated processing, including profiling and Advisory AI**
- **Right to judicial review** - in the event that Biograph refuses your request under rights of access, we will provide you with a reason as to why.

All of the above requests will be forwarded on should there be a third party involved as we have indicated in the processing of your personal data.

When have I the right to all my personal data being deleted by Biograph?

You have the right to have your personal data deleted without undue delay if:

- The personal data is no longer necessary in relation to the purpose(s) for which it was collected/processed
- You are withdrawing consent and where there is no other legal ground for the processing
- You object to the processing and there are no overriding legitimate grounds for the processing
- The personal data has been unlawfully processed
- The personal data must be erased so that we are in compliance with legal obligation
- The personal data has been collected in relation to the offer of information society services with a child.

What happens if Biograph has made my personal data public?

If we have made your personal data public, we, taking account of available technology and the cost of implementation, will take reasonable steps, including technical measures, to inform those who are processing your personal data that you have requested the erasure.

What happens if Biograph has disclosed my personal data to third parties?

Where we have disclosed your personal data in question to third parties, we will inform them of your request for erasure where possible. We will also confirm to you details of relevant third parties to whom the data has been disclosed where appropriate.

Would Biograph transfer the personal data to another service provider if I requested this?

We can transfer this data to another company selected by you on your written instruction where it is technically feasible taking account of the available technology and the feasible cost of transfer proportionate to the service we provide to you.

Data portability

When can I receive my personal data in machine readable format from Biograph?

You will receive your personal data concerning you in a structured, commonly used and machine-readable format if:

- processing is based on consent or contract and
- processing is carried out by automated means.

Under what circumstances can Biograph refuse?

You will only be able to obtain, or have transferred in machine-readable format, your personal data if we are processing this data on the basis of contract or consent and you have provided the information to us.

Will Biograph provide me with my personal data if the file contains the personal data of others?

We will only provide you with your personal data, ensuring we protect the rights and freedoms of others. Where personal data of another person may be on the same files as yours, we will redact the full details of the other person.

Profiling – automatic decision making

Risk profiling is used to establish a customer's attitude to investment risk (relates to pensions and investments) and advisors have automated calculators which calculate the customers attitude to various levels of risk having answered a series of questions.

We use our software Advisory AI as a method of collecting and processing your data.

Our client data will not be used to make a decision based solely on automated processing (including by Advisory AI), including profiling. No profiling will produce legal effects concerning him or her or similarly significantly affects him or her.

What are my rights in respect of automated decision making?

We do not have any automated decision-making processes. Where any such processes are introduced, we will provide you with the relevant information required under the "General Data Protection Regulation".

Object

Have I already been informed about my right to object?

We are informing you of your right to object prior to us collecting any of your personal data as stated in this privacy statement.

You will also be given the opportunity to object to us collecting your personal data through our software Advisory AI.

When can I object to Biograph processing my personal data?

You can object on grounds relating to your situation, at any time of processing of personal data concerning you which is based on one of the following lawful basis:

- public interest
- legitimate interest, including profiling based on those provisions.

Biograph will stop processing your personal data unless:

- we can demonstrate compelling legitimate grounds for the processing, which override your interests, rights and freedoms
- the processing is for the establishment, exercise or defence of legal claims.

You can however object to the method by which we collect your personal data (through the use of our software Advisory AI).

What are my rights to object for direct marketing purposes?

Where your personal data is processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Where you object to processing for direct marketing purposes, we will no longer process this data for such purposes.

What are my rights to object in the use of information society services?

In the context of the use of information society services, you may exercise your right to object by automated means using technical specifications.

Contact us at 01 4980007 or info@biograph.ie

Restrict processing

When can I restrict processing?

You may have processing of your personal data restricted:

- While we are verifying the accuracy of your personal data which you have contested
- If you choose restricted processing over erasure where processing is unlawful
- If we no longer need the personal data for its original purpose but are required to hold the personal data for defence of legal claims
- Where you have objected to the processing (where it was necessary for the performance of a public interest task or purpose of legitimate interests), and we are considering whether our legitimate grounds override.
- Where you specifically request for your personal data not to be processed through our software Advisory AI

What if Biograph has provided my personal data to third parties?

Where we have disclosed your personal data in question to third parties, we will inform them about the restriction on the processing, unless it is impossible or involves disproportionate effort to do so.

How will I know if the restriction is lifted by Biograph and/or relevant third parties?

We will inform on an individual basis when a restriction on processing has been lifted.

Rectification

What can I do if Biograph is holding incorrect personal data about me?

Where you suspect that data we hold about you is inaccurate, we will on demand rectify any inaccuracies without undue delay and provide confirmation of same.

What happens if Biograph has disclosed inaccurate information to third parties?

Where we have disclosed inaccurate personal data to third parties, we will inform them and request confirmation that rectification has occurred. We will also provide you with details of the third parties to whom your personal data has been disclosed.

Withdraw consent

Under what circumstances could I withdraw consent?

You can withdraw consent if we are processing your personal data based on your consent.

When can I withdraw consent?

You can withdraw consent at any time. This can be done by emailing us at info@biograph.ie

If I withdraw consent what happens to my current data?

Any processing based on your consent will cease upon the withdrawal of that consent. Your withdrawal will not affect any processing of personal data prior to your withdrawal of consent, or any processing which is not based on your consent.

Lodge a complaint

Can I lodge a complaint with the Data Protection Commission?

You can lodge a complaint with the Data Protection Commission in respect of any processing by or on behalf of Biograph of personal data relating to you. They can be contacted at www.dataprotection.ie/en

How do I lodge a complaint?

Making a complaint is simple and free. All you need to do is write to the Data Protection Commission giving details about the matter. You should clearly identify the organisation or individual you are complaining about. You should also outline the steps you have taken to have your concerns dealt with by the organisation, and what sort of response you received from them. Please also provide copies of any letters between you and the organisation, as well as supporting evidence/material.

What happens after I make the complaint?

The Data Protection Commission will then take the matter up with Biograph on your behalf.

Access your data

When do I have the right to access my personal data from Biograph?

Where Biograph process any personal data relating to you, you have the right to obtain confirmation of same from us, and to have access to your data.

What information will Biograph provide to me?

If we are processing your personal data, you are entitled to access a copy of all such personal data processed by us subject to a verification process to ensure we are communicating with the correct person. We will provide any of the following information:

- why we are processing your personal data
- the types of personal data concerned
- the third parties or categories of third parties to whom the personal data have been or will be disclosed. We will inform you if any of the third parties are outside the European Economic Area (EEA) or international organisations
- how your personal data is safeguarded where we provide your personal data outside the European Economic Area or to an international organisation

- the length of time we will hold your data or if not possible, the criteria used to determine that period
- your rights to:
 - request any changes to inaccurate personal data held by us
 - have your personal data deleted on all our systems
 - restriction of processing of personal data concerning you
 - to object to such processing
 - data portability
- your right to lodge a complaint with the Data Protection Commission info@dataprotection.ie or online at <https://forms.dataprotection.ie/contact>
- where we have collected your personal data from a third party, we will provide you with the information as to our source of your personal data
- any automated decision-making, including profiling which includes your personal data. We will provide you with meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you.

What information is not provided?

Business information pertaining to your role as an employee.

How long will it take to receive my personal data from Biograph?

We will provide you with a copy of the personal data we are currently processing within one month of request. In rare situations if we are unable to provide you with the data within one month we will notify you, within one month of your valid request, explaining the reason for the delay and will commit to delivery within a further two months.

How much will it cost me to receive my personal data?

We will not charge for providing your personal data.

Can I request additional copies of my personal data?

If you require additional copies we will charge €20 to cover our administrative costs.

Can I receive my personal data electronically?

You can request your personal data by electronic means and we will provide your personal data in a commonly used electronic form.

What will Biograph do if another person's personal data is shared with my personal data?

We will only provide you with your personal data, ensuring we protect the rights and freedoms of others. Where personal data of another person may be on the same files as yours, we will redact the full details of the other person.

HR and Recruitment

Right to Hire:

Any employment agency, person or entity that submits an unsolicited Curriculum Vitae (CV) to Biograph does so with the understanding that Biograph will have the right to hire that applicant at its discretion without any fee owed to the submitting employment agency, person or entity.

Application for an unsolicited job

If you are interested in applying for an unsolicited job within Biograph you may provide us with your CV. We will then match your qualifications and experience to the position you applied for, or any other current job opportunity. If your profile corresponds to our requirements, we will contact you.

Verification

Verification checks are required for specific roles and will be identified in the job advertisement where relevant. Verification checks such as:

- Reference checks
- Qualification checks
- Proof of identity
- Proof of residency
- Proof of the right to work

The purpose of personal data processing

The personal data you provide Biograph will be used for the purpose described above.

Solicited or unsolicited job applications:

Biograph collects and processes name and contact details and other personal data which you have provided in your CV and job application.

Deletion and rectification of your personal data

Personal data processed because of unsolicited job applications, where the job applicant is not offered a job, will be deleted 1 week after the rejection of application has been sent to the job applicant (in some cases no communication may take place), unless the job applicant accepts the storage for a longer period. In such case, the application will be stored for 6 months. Unsuccessful candidates personal data for solicited jobs will be held for a maximum of 13 months.

Sensitive personal data

Biograph endeavours not to collect “sensitive personal data” via CV’s. By “sensitive personal data” it means personal data relating to race or ethnic origin, political opinions, religious or philosophical beliefs, membership of trade unions, or health or sex life.