



Registration Form

HITACHI
Inspire the Next

Please complete and attach to your Own Art application form, along with your supporting documents.

The information provided will be used by Hitachi Capital to undertake a risk assessment of your company.

Company Details

Company Name or Owners if Non-Limited

Trading Name

Company Reg. No.

Registered Address

Post Code

Principal Place of Business (If Different)

Post Code

Tel no Fax

Formal Registrations (where applicable)

Financial Conduct Authority (FCA) Permission Number

Information Commissioners Office (ICO) Registration Number

Hitachi Capital Consumer Finance

Hitachi Capital Consumer Finance is a division of Hitachi Capital (UK) PLC.
Registered in Cardiff no. 1630491. Registered Office: Hitachi Capital House, Thorpe Road, Staines-upon-Thames, Surrey TW18 3HP
Authorised and regulated by the Financial Conduct Authority

Contact Details

Main Contact

Position

Tel no

Email

Other Contact

Position

Tel no

Email

Names of Directors / Trustees / Senior Management of the Business (as applicable)

Name

DOB

Address

Name

DOB

Address

Ultimate Beneficial Owners (any corporate or individual with over 25% stake)

Stake

Corporate

Individual

Name

DoB

Address

Bank Details

Bank Name

Bank Address

Post Code

Sort Code Account No.

Account Name

Email addresses for remittances

Contract Information

Please provide one of the owners or Directors name & email address for the gallery contract to be issued to. Please note that this needs to be a direct email address and not a generic info or sales email.

Name Email

CreditMaster3 Log on Details

Please provide details for the staff members that you would like to be setup to use the CreditMaster3 online application system, if more logins are required please let us know.

Staff Member 1

First Name

Surname

Job Title

Telephone

Email

Staff Member 2

First Name

Surname

Job Title

Telephone

Email

Checklist

- Privacy Notice received
- Latest Company Accounts
- Blank Cheque/Paying in slip
(we require this to set up your bank account for payment)
- Branch List (if applicable)
- Copy of FCA Permissions (if applicable)

Signature

Name

Date

Creative United use only

Own Art 10

Own Art Plus

Own Art 20

Hitachi Capital use only

Risk Department approval

Full Name

Signature

Date

Notes:

Finance Department approval

Input

Full Name

Signature

Date

Checking

Full Name

Signature

Date

Notes:

Hitachi Capital Consumer Finance

Hitachi Capital Consumer Finance is a division of Hitachi Capital (UK) PLC.
Registered in Cardiff no. 1630491 Registered Office: Hitachi Capital House, Thorpe Road, Staines-upon-Thames, Surrey TW18 3HP
Authorised and regulated by the Financial Conduct Authority

Privacy Notice

Hitachi Capital (UK) PLC (**the Company**) is committed to protecting the privacy of your personal information. For the purpose of applicable data protection law, including the Data Protection Act 1998 and, from its entry into force on 25 May 2018, the General Data Protection Regulation (Regulation (EU) 2016/679) (together, **DP Law**), the Company is the data controller. This Privacy Notice explains what we do with any personal information which we collect from you, including when you use our website and when you interact with us in other ways offline, for example during the credit application process. If you have any questions regarding this and Group Privacy Notices, please contact us at Business Development, Hitachi Capital Consumer Finance, 2 Apex View, Leeds LS11 9BH or email us at dataprotection@hitachicapital.co.uk

This Privacy Notice explains how we collect, use and disclose personal information about you as an owner of a company that offers finance provided by Hitachi Capital (UK) PLC group. The information you provide to us may then be shared with other companies in the Hitachi Capital (UK) PLC group ("**Group**"). Where we refer to the Company, this will also include the Group unless we explain otherwise

What type of personal information do we collect?

The personal information we collect from you is used primarily to enable us to provide the specific service you require and to help you access your account, securely. Personal information can include information about you as a sole trader or partner and includes the following:

- your title, forename and surname;
- your personal or work related (depending on which you choose to submit e-mail address);
- your personal or work related contact details (depending on which you choose to submit) such as your telephone number(s), fax numbers and postal address;
- your date of birth;
- your contact preferences;
- if you take a survey or interact with us in various other ways - demographics information and information about subjects that may interest you;
- information necessary for legal compliance; and
- any information you choose to provide relevant to the services requested.

Personal information also includes special categories of personal data. This is data about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, and data concerning your health, sex life or sexual orientation. We do not collect this information from you but in the unlikely event that any of this is collected you may be asked at the point of collection to provide your explicit consent where needed in order to justify our processing of it.

This information will be collected primarily from you as information voluntarily provided to us, but we may also collect it where lawful to do so from (and combine it with information from) commercial databases, public sources, and other third parties.

The legal basis for our use and other processing of your personal information under DP Law

This will include (as relevant):

- Processing your personal information so that we may perform our obligations under a contract with you ("**Your Contract**")
- Processing for legitimate interests provided these are not overridden by your interests and fundamental rights and freedoms (this includes our own legitimate interests and those of other entities and branches in our group of companies). For example, this is relevant when we use and process your personal data to deal with our legal and regulatory and internal governance obligations; and in addition / together with the processing condition described above ("**Legitimate Interests**").
- Processing which is necessary for compliance with our legal obligations laid down by European Union Law (where relevant) and by English Laws applicable to us in the United Kingdom ("**Our Legal Obligations**")
- Processing with your consent may also be a lawful reason in certain cases ("**Your Consent**"). This means your freely given, specific, informed and unambiguous consent which may be collected from you, for instance when you agree to receive marketing communications from us or when you agree to take part in surveys or market research (as relevant). You should be aware that you are entitled under DP Law to withdraw your consent where you have given it to us at any time. If you do this and if there is no alternative lawful reason for us to rely on to justify our use or other processing on your personal data, this may affect our ability to provide you with some of our services. In summary, we need certain categories of personal data in order to provide you with our services. Certain other personal data is processed for our Legitimate Interests in cases where this does not result in prejudice to you. Certain other personal data is processed based on a consent.

What other personal information do we collect and why?

In this section we explain the personal information we collect from you when you interact with us online and offline. Where we explain why we use this information, we have also referred

to the relevant legal basis which we consider applies to the processing, as explained in the section above. Presenting the information in this way will make it easier for you to understand your rights in relation to your personal information, and this is explained further below in the sections headed "Your rights to access your personal information" and "Your rights to under DP Law".

Legitimate Interests

We collect title, name, address, date of birth to conduct periodic checks of the credit worthiness of your business in order to understand the levels of risk we face. If you use our website we automatically collect standard internet and website log information to understand how our website visitors behave, which we use to improve your experience online.

This may include information about your Internet Service Provider, your operating system, browser type, domain name, the Internet Protocol (IP) address of your computer (or other electronic Internet-enabled device), your access times, the website that referred you to us, the web pages you request and the date and time of those requests.

Our collection of website use information may also involve the use of cookies and web beacons. Please see the cookies policy on the Company's website for more information. When you use any of the services below, you may need to provide us with some additional personal information so that we can liaise with you in order to deal with your request or query. If you do choose to provide us with your personal information, we will collect that information for our own use and for the purposes described in this Notice.

Our Legal Obligations and/or Legitimate Interests

We may record phone conversations to offer you additional security, resolve complaints, for staff training purposes and to improve our service standards; We will use the services of commercial databases to:

- verify the accuracy of the data you have provided to us;
- verify your financial background and mitigate the risks posed to our business by individuals under financial stress; and
- prevent criminal activity, fraud and money laundering;

Your Contract and/or Legitimate Interests

We collect title, name, address, date of birth and contact details to assist you when you apply for any of our products or services.

How we use your personal information

We have explained below the purposes for which we may use information about you.

As with the section above, we have explained why we use your information with reference to the relevant legal basis. Presenting the information in this way will make it easier for you to understand your rights in relation to your personal information, and this is explained further below in the sections headed "Your rights to access your personal information" and "Your rights to under DP Law":

We may use your personal information for the following

Legitimate Interests:

- to respond and/or deal with your request or enquiry;
- to administer the websites
- for internal record keeping;
- to contact you (directly, either by the Company, Group or through a relevant partner or agent) by e-mail or phone for any of the above reasons;
- where necessary as part of any restructuring of the Company or sale of the Company's business or assets; and to analyse trends and customer journeys in using and accessing our websites.

Your Contract

- to perform any contract the Company has with you.

Our Legal Obligations

- where we carry out identity checks and anti-money laundering checks;
- monitoring and recording of telephone calls and email communications where necessary for compliance with regulatory rules or self-regulatory practices or procedures relevant to our business, to prevent or detect crime, for quality, training and security purposes; and
- for compliance with our legal, regulatory and other good governance obligations.

This list is not intended to be exhaustive and may be updated from time to time as business needs and legal requirements dictate. Some of the personal information that we maintain will be kept in paper files, while other personal information will be included in computerised files and electronic databases.

Data Anonymisation

We may convert your personal data into statistical or aggregated data in such a way as to ensure that you are not identified or identifiable from that data. We may use this aggregated data to conduct market research and analysis, including to produce statistical research and reports. For example, we may produce reports on which of our product and services are most popular. We may share aggregated data in several ways, including for the same reasons as we might share personal data (see below).

In addition, we may use pixels or transparent GIF files, to help manage online advertising.

How long do we keep your personal information for (and the criteria used to determine this)?

Your personal data will not be kept for longer than is necessary to fulfil the specific purposes outlined in this Notice and to allow us to comply with our legal requirements.

The criteria we use to determine data retention periods includes the following:

- (i) **Retention in case of queries.** We may retain it for a reasonable period after you have enquired about one of our products or services in case of follow up queries from you;
- (ii) **Retention in case of claims.** We may retain it for the period in which you might legally bring claims against us (in the UK this means we will retain it for 6 years) if and to the extent this is relevant; and
- (iii) **Retention in accordance with legal and regulatory requirements.** We will consider whether we need to retain your personal data after the period described in (ii) (above) because of a legal or regulatory requirement. Some or all of these criteria may be relevant to retention of your personal data collected in connection with our products and services. If you would like further information about our data retention practices please contact us (see below).

How do we share your information with credit reference agencies?

If a soft search is placed on your credit file with a Credit Reference Agency (CRA) this record will be seen by you and us but not by any other organisation and therefore will not affect your ability to obtain credit in the future.

In order to process your application, we will perform credit and identity checks on your business with a commercial credit reference agency/database. Where you take services from us we may also make periodic searches to manage your account with us. To do this, we will supply your personal information to the CRA and they will give us information about you. The commercial Credit Reference Agency will supply publicly available information and fraud prevention information.

We will use this information to:

- assess your businesses financial standing;
- verify the accuracy of the data you have provided to us;
- prevent criminal activity, fraud and money laundering; and
- manage your account(s).

We will continue to exchange information about you with the commercial Credit Reference Agency while you have a relationship with us.

Identity verification and fraud prevention checks

The personal information you have provided, we have collected from, or which has been received from third parties may include your name, date of birth, home address and address history, contact details such as email address, home and mobile telephone numbers.

We will use this information to prevent fraud and money laundering, and to verify your identity. We may also enable law enforcement agencies to access and use your personal information to detect, investigate and prevent crime.

Consequences of processing for identity and fraud checks

If we determine that you pose a fraud risk or money laundering risk, we may refuse to provide the product or service to you. If fraud is detected at any time you could be refused the product or service or have it withdrawn from you.

Lawful processing for identity and fraud checks

When we process your personal information for the checks described in this section, we do so on the basis that we have a legitimate interest in preventing fraud and money laundering, and to verify identity, in order to protect our business and to comply with laws that apply to us. Such processing may also be a contractual requirement in order for us to provide the product you have applied for.

Your rights in the context of identity and fraud checks

Your personal information is protected by legal rights which include your rights to object to processing of your personal information, request that your personal information is erased or corrected, or request access to your personal information. Detail of how to exercise these rights is set out below.

Does the Company share my personal information with third parties?

Your personal information will be made available for the purposes mentioned above (or as otherwise notified to you from time to time), on a 'need-to-know' basis and only to responsible management, accounting, legal, logistics, audit, compliance, information technology and other corporate staff who properly need to know these details for their functions within the Company. Please note that certain individuals who will see your personal information may not be based at the Group or in your country (please see below).

Where you apply to use our products or services your personal information may be shared with a commercial credit reference agency/commercial database, for the purposes of verifying your identity and preventing fraud. We will provide the identity of the agency on request.

We may share personal information within the Group as needed for reasonable management, analysis, planning and decision making, including in relation to taking decisions regarding the expansion and promotion of our product and service offering, order or customer request fulfilment and for use by those companies for the other purposes described in this notice.

Your personal information may also be made available to third parties (within or outside the Company or Group) providing relevant services under contract to the Company, or the Group (see below for further details) to help us provide our services and products to you. Third parties in this context means other corporate entities within the group, providers to the Company or Group of responsible management, accounting, legal, logistics, audit, compliance, information technology, marketing and other services. This may also include providers of call centres, data storage and database hosting services, IT hosting and IT maintenance services. These companies may use information about you to perform functions on our behalf.

We may disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law and for tax or other purposes. Your personal information may also be made available to third parties or partners where necessary as part of any restructuring of the Company or sale of the Company's business or assets. Personal information may also be released to external parties in response to legal process, and when required to comply with laws, or to enforce our agreements, corporate policies, and terms of use, or to protect the rights, property or safety of the Company, our employees, agents, customers, and others, as well as to parties to whom you authorise the Company to release your personal information.

We will not sell your personal information to any third party other than as part of any restructuring of the Company or Group or sale of a relevant Group business.

Will my personal information be transferred abroad?

Where we work with service providers, your personal information may be transferred to countries outside the European Economic Area which don't have equivalent standards of protection under their legislation and on these occasions we take other steps to protect the data as required under DP Law.

The steps we take may include the use of European Model Clause contracts and (where relevant to our suppliers) US Privacy Shield. You can find out what these are by using the contact details below.

Managing your marketing preferences

We may wish to provide you with information about new products, services, promotions and offers, which may be of interest to you. We may also invite you to take part in market research or request feedback on our products and services. This communication may occur by e-mail, telephone, post or SMS. We will seek your consent for this where necessary under DP Law. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data and if you do not wish to consent then please do pay attention to the marketing consent check boxes.

You also have the right to ask us not to process your personal data for marketing purposes at any time. This means you can change your mind about receiving marketing communications from us when you have previously consented to this. You can opt-out of receiving such communications by clicking the "unsubscribe" link on any email that we send to you or by emailing our Customer Service team at HCCF.NoMarketing@hitachicapital.co.uk at any time.

Please note that marketing communications are not the same as "information only" communications and that consents are not usually required in order for us to communicate with you about the products or services you have enquired about or have signed up to obtain, using contact details you have provided for this purpose.

Your rights to access your personal information

You have a number of other rights in respect of your personal information under applicable DP Law. These include the right to access or obtain copies of your personal information and to have inaccurate information about you corrected.

To exercise your right to access your personal data please write to Business Development, Hitachi Capital Consumer Finance, 2 Apex View, Leeds LS11 9BH.

Your rights under DP Law

As well as the right to access the personal information we hold about you, you have a number of other rights in respect of your personal information under DP Law. These may include (as relevant):

- the right to rectification, including to require us to correct inaccurate personal data;
- the right to request restriction of processing concerning you or to object to
- processing of your personal data;
- the right to request the erasure of your personal data where it is no longer necessary for us to retain it;
- the right to data portability including to obtain personal data in a commonly used machine readable format in certain circumstances such as where our processing of it is based on your consent;
- the right to object to automated decision making including profiling (if any) that has a legal or significant effect on you as an individual; and
- where you have an option to provide us with your personal data or not in connection with your use of our website or in connection with any of our products or services, you have the right to be informed about the possible consequences of not giving it to us; and
- the right to withdraw your consent to any processing for which you have previously given that consent.

Please be aware that some of these rights will only become relevant when changes to DP Law come into force on 25th May 2018.

Please contact us at dataprotection@hitachicapital.co.uk if you would like to exercise any of your rights explained above in relation to your personal information.

Your right to complain to the data privacy supervisory authority

Without prejudice to any other administrative or judicial remedy you might have, you have the right to lodge a complaint with the UK's Information Commissioner if you consider that we have infringed applicable data privacy laws when processing your personal data. In the UK the Information Commissioner's Office can be contacted using the following link:

<https://ico.org.uk/>.

Keeping you informed

We will keep your details on record until we have completely dealt with your request, enquiry or application and then for a reasonable period afterwards, in accordance with data protection and other applicable legislation.

The Company may keep your details on record for as long as is necessary for the purposes set out above and will then endeavour to delete your details in accordance with data protection and other applicable legislation.

Changes to this Notice

We keep this Notice under regular review. We may change this Notice from time to time by updating this page in order to reflect changes in the law and/or our privacy practices. The date at the top of this Notice will be updated accordingly and we encourage you to check this from time to time for any updates or changes. Where you have provided us with your email address, we may also contact you to let you know that we have updated the Notice. We may also take that opportunity to ask you if you would like to update your marketing preferences.

This Notice does not extend to your use of, provision of data to and collection of data on any website not connected to us to which you may link to by using the hypertext links within our websites.

Contact/address details

If you have any questions about this Notice, please contact us at

dataprotection@hitachicapital.co.uk