

Data Protection Notice

In relation to individuals whose data is processed by us under or in connection with a bulk annuity insurance policy (BPA), including BPA-related reinsurance.

Pension Risk Transfer Activities

You are receiving this Data Protection Notice because you are a member of a pension scheme (“**Scheme**”) and the trustee or trustees of the Scheme (“**Trustee**”) has shared or will share your personal information with The Prudential Assurance Company Limited (“**Pru**”, “**we**” or “**us**”), part of M&G (“**M&G**”). Such sharing is for the purposes of managing and insuring the Trustee’s pension risk and retirement payment liabilities in connection with the Scheme – **in this Data Protection Notice we refer to these activities as “Pension Risk Transfer Activities”**.

Pension Risk Transfer Activities include **buy-in** agreements, which Pru arranges with Trustees in order to cover some or all of the Scheme’s liabilities. If a Scheme has progressed to the **buy-out** stage, which normally results in the issue of individual annuity policies between Pru and each individual Scheme member, then we will contact you at that stage to provide you with information about the new arrangements (including **data protection information**).

This Data Protection Notice is subject to revision and the latest version will always be available on **My Data | Usage of Personal Information | Prudential**.

Your Personal Information

We may receive your personal information directly from you and / or from the following sources (each a “**Data Provider**”):

- the Scheme or Trustee (or other third party acting on behalf of the Scheme / Trustee, such as a pensions administrator or benefits consultant)
- other insurers
- other third party service providers, such as financial services organisations, identity tracing / verification agencies, fraud prevention agencies, tax authorities, government and / or regulatory authorities
- publicly available databases and sources (such as the Electoral Roll) and information openly available on the internet (such as social media platforms).

Regardless of where we obtain your personal information from, we take the privacy and protection of your personal information seriously.

We've set out below information about our processing of your personal information for Pension Risk Transfer Activities, what rights you have, and how you can get in touch if you want to know more.

When we say personal information, we mean information relating to you which we receive from a Data Provider or any such information which you provide directly to us.

We may collect and process the following personal information about you:

- your name, date of birth, sex and / or gender, and unique identifiers
- your contact details, including home address and previous addresses, personal email address, home telephone number, mobile telephone number and postcode
- information about individuals connected to you or otherwise relevant to your benefits, such as your spouse or civil partner, your household co-habitants, dependants, family members or nominated beneficiaries (“**relevant individuals**”) – this includes relevant individuals' contact details, date of birth, sex or gender, your relationship with them and any benefits which they may be eligible to receive. Such information is normally provided to us by a Data Provider; if relevant individuals are not otherwise likely to see this Data Protection Notice, then please share it with them so they are aware of how we use their information

- information about your employment and employment status (for example, job title, pensionable pay, length of service and career history)
- information about your finances, income, salary and payment of tax (such as in which country you pay tax)
- information about your identity and nationality, national identifiers (such as national insurance number), your signature, visual images and personal appearance (for example, copies of your passport / identity verification information)
- information about your health and medical history, including any vulnerability details, and background check information (see Part C below)
- your marketing preferences (including interests and preferred time and means of contact) and data relating to your use of our websites and online services (see also our **Cookie Policy**)
- your bank account details and how you interact with our products and services
- information about you from publicly available databases and sources (such as the Electoral Roll), or other information openly available on the internet (such as social media platforms).

We collect personal information about you for the purposes set out in Part A below.

Part A – How we use your personal information and why

We (Pru), M&G, and our Business Partners, will use the personal information we receive about you, together with other information, for the following purposes:

- the efficient and secure administration and provision of our products and services, including to enable us to perform our obligations to you and / or the Trustee under any contracts or policies (such as pension products, annuity policies, bulk annuity / buy-in agreements and reinsurance agreements)
- to provide or seek quotes for provision of Pension Risk Transfer Activities
- to ensure that we or the Trustee accurately pay benefits and claims to beneficiaries in connection with Pension Risk Transfer Activities

- complying with any regulatory or other legal requirements, including “know your customer” (KYC) and Anti-Money Laundering (AML) verification requirements; sanctions compliance; preventing and detecting fraud and financial crime; and co-operating (including by sharing data, where necessary) with the court service, relevant legal, regulatory or government bodies
- carrying out checks using publicly available information or third party companies (such as credit reference agencies or tracing companies – see Part B below)
- the provision of customer services – like to reply to a question or request, or tell you that something’s changing
- to send you any direct marketing communications you opt in to
- to send you communications about products or services that may be of interest to you
- to gain insight into how our products or services are used and how they might be improved, such as through use of storage and access technologies like cookies (see also our **Cookie Policy**) or contacting you for market research or consumer experience purposes
- to perform automated decision-making, customer profiling, data / statistical analysis or market research, including to build, train, improve and audit our processes, products, services and Artificial Intelligence models – this includes conducting such activities for actuarial, pricing and underwriting risk scenarios (see Part E below for further information)
- keeping your information accurate and up to date on record and carrying out other internal business administration.

Some of the purposes above are necessary to allow us to perform our contractual obligations and to enable us to comply with applicable laws and regulation. To the extent that we need your consent to use your personal information for the purposes described above, the Data Provider is responsible for providing this to us. Alternatively, where you contact us directly, we may obtain your consent directly from you.

We may also rely on legitimate interests or other legal bases in using and sharing your personal information for the purposes described above, including:

- to improve our products and services
- to allow us to explore ways to develop our business
- to gain insights into how our products and services are used
- to calculate, administer and support the insurance of and payment of pension benefits
- to calculate product underwriting, pricing / quoting, valuation and potential or actual reinsurance of Pension Risk Transfer Activities
- assisting the Trustee of your Scheme where it is progressing to buy-out stage
- carrying out surveys, data / statistical analysis and market research, including through profiling (see Part E below)
- send you direct marketing offers by electronic and non-electronic means including by post (which includes sending you introductions to products and services from carefully selected third parties by post). Please see Part F below for further details on direct marketing.

Recognised legitimate interests

In some cases, we process your personal data based on recognised legitimate interests, as permitted under UK data protection law. Recognised legitimate interests apply where the law identifies specific purposes that are considered sufficiently important to justify processing personal data without the need to carry out a balancing test involving your data protection rights. We may rely on recognised legitimate interests for the following purposes and only where the processing (such as sharing information within M&G or with relevant authorities or organisations) is necessary and proportionate for those purposes:

- Detection, investigation and prevention of crime, including fraud
- Apprehension or prosecution of offenders
- Safeguarding a vulnerable individual (or group), including protecting them from neglect or physical, mental or emotional harm, or protecting their physical, mental or emotional well-being
- Responding to an emergency
- Sharing personal information to help other organisations perform their public tasks or official functions

- Safeguarding national security, protecting public security or defence reasons.

Where we rely on recognised legitimate interests, your rights under data protection law still apply, although in some cases they may be limited due to the nature of the processing (for example, where this is necessary for crime prevention or safeguarding).

Who we share your personal information with and why

We may share your personal information within M&G and with our Business Partners for any of the purposes set out in Part A. If appropriate, we may also pass on personal information to financial crime prevention agencies and any relevant legal, regulatory or government bodies.

As M&G and some of our Business Partners are global companies, we might need to send your details to countries that have different data protection laws to the UK or the European Economic Area. These transfers will only be to countries in respect of which the European Commission and, where applicable, the UK Government has issued a data protection 'adequacy' decision, or to companies in other countries, such as India or the United States of America, but only where appropriate safeguards have been put in place first. In more limited circumstances, we may also need to rely on a derogation under applicable privacy laws.

If you want to know more about these safeguards – like our use of the European Commission's or UK's Standard Contractual Clauses which govern the transfer of information outside of the European Economic Area and UK respectively – further information is available on request from privacy.team@mandg.com. Any transfer of your personal information will always be done in accordance with applicable law.

Other disclosures

Notwithstanding the terms of this Data Protection Notice, we may disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets
- if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our clients will be one of the transferred assets

- if we are under a duty to disclose or share your personal information in order to comply with any legal obligation or in order to enforce or to protect the rights, property, or safety of Pru / M&G, our service, our users and any third party we interact with to provide the services.

We keep your information for a set amount of time

If Pension Risk Transfer Activities proceed to completion then your personal information will be stored for as long as is necessary (including by reference to applicable law). It'll always be in line with our data retention policy. We or our Business Partners may retain personal information about you for statistical purposes (for example, to help us better provide our services). Where information is permitted to be retained for statistical purposes, it will be subject to anonymisation. Where Pension Risk Transfer Activities we have quoted for are not taken up by the Trustee / Scheme, we will delete or anonymise personal information provided to us for that purpose.

Part B – Reference checks

We may use publicly available information or certain third party service providers (for example, credit reference agencies, tracing companies, financial crime prevention agencies or other Business Partners) to help us to check your identity or conduct existence checks (to know if Scheme members are still living as stated, are deceased or have relocated) as well as to prevent fraud, economic crime and money laundering. This may include use of tracing tools and services for check of your current or previous addresses. Results of these may be recorded for future reference. Should we ever lose contact with you, we may use these agencies or other sources to verify your address to help us get back in touch.

Part C – Use of your sensitive personal information

For certain products, services or Pension Risk Transfer Activities we will need to process your sensitive personal information, such as information relating to your health and medical history, genetics and biometric identifiers:

- we may process health information (for example, “ill health early retirement” status) that you, the Scheme or Trustee have provided, where we need to do so for specific purposes such as insuring your pension benefits, providing you with appropriate levels of service (for example, taking account of any additional needs) or pricing the cost of insuring Pension Risk Transfer Activities
- we do not process information which directly identifies your sexual orientation. However, we may be able to infer likely sexual orientation by virtue of processing personal information which reveals the sex or gender of you and your spouse or civil partner. Neither you, nor your spouse / civil partner, nor any couple, will be treated differently by us to anyone else on the basis of inferred sexual orientation.

We will process this type of data with your explicit consent, or where the law permits or requires it, such as where we need to process it to protect someone’s vital interests or process it for a substantial public interest (for example, substantial public interests relating to insurance administration or underwriting, or determining eligibility for occupational pension scheme benefits, or information collected in respect of a vulnerable person). We may also rely on archiving, research and statistics legal grounds if permitted to do so for research and statistical analysis purposes. If we rely on your explicit consent, we will either obtain such consent directly from you or from the Data Provider.

We may process biometric identifiers (for example, a copy of your passport) or criminal offence data. We will do so with your consent, or where the law permits or requires it, such as where it’s necessary to meet our legal or regulatory obligations, or for a substantial public interest (for example, prevention or detection of fraud or financial crime).

Part D – You're in control

When it comes to how we use your personal information, you've got the right to:

- request a copy of your personal information for free
- in certain circumstances request that we move your personal information to another organisation if you want us to
- request that we correct anything that's wrong, or complete any incomplete personal information
- ask us to delete your information if it is no longer needed for the purposes set out in Part A above or if there is no other legal basis for the processing
- limit how we use your personal information or withdraw your consent to the processing of your personal information – this does not affect the lawfulness of processing based on consent before its withdrawal
- opt out of direct marketing, and / or object to us using your personal information for direct marketing (including related profiling) or other processing based on legitimate interests
- complain to us (see below) or to a data protection authority or another independent regulator about how we're using it.

If you want to do any of these things, or would like an explanation as regards these rights, we've explained how you can get in touch in the Contact Us section of this document. We have also appointed a Data Protection Officer who can be reached at the address shown in the Contact Us section of this document.

If you do need to speak to us, it'll be useful to have to hand that the data controller of your personal information is The Prudential Assurance Company Limited. A Data Provider is also a data controller in respect of your personal information and you are likely to have similar rights in respect of the personal information held by a Data Provider.

We may monitor or record calls or any other communication we have with you. This might be for training, for security, or to help us check for quality or for monitoring compliance with the Financial Conduct Authority (FCA)'s Consumer Duty requirements.

Part E – Profiling, Automated Decision Making and Artificial Intelligence

Pru, M&G, our Business Partners and our Marketing Partners may use your personal information to make automated decisions (including profiling) affecting you and to assist with Pru's legal / regulatory responsibilities and commercial decision making in relation to Pension Risk Transfer Activities. For example:

- to prevent and detect fraud, money laundering, bribery, corruption, sanctions violations or other financial crime –we automatically process personal information which may result in us deciding not to proceed with Pension Risk Transfer Activities or to cease providing services to you or your beneficiaries
- to calculate quotes / pricing for Pru to provide Pension Risk Transfer Activities and to support ongoing administration and management of Pension Risk Transfer Activities – we automatically process personal information about Scheme members for profiling, assumptions (for example, mortality risks), assessing longevity risk (for example, how long pension benefits are likely to require to be paid out) and demographic risks (for example, social and economic risks relating to particular age groups, gender groups, postcode areas and marital statuses).

We may use a variety of technology solutions to process your data, including Artificial Intelligence technologies. These may be used to support provision of our services (such as improvement of pricing / analysis / assessment work or assisting with complaints handling and meeting booking) and may include training Artificial Intelligence models with your data. Your data will be anonymised wherever possible prior to any model training. We will always strive to ensure that any use of Artificial Intelligence includes appropriate human oversight and is compliant with applicable laws and regulations.

No decision which directly impacts you or your pension benefits will be made without human oversight.

Part F – Direct Marketing

Where permitted, Pru and M&G may send you direct marketing communications by email, post, SMS, telephone and push notification, based on personal information that you have provided to us or that we've obtained from other sources. Pru and M&G may send you information by post about M&G's products and services and those of carefully selected third parties. Information we collect about you may be used, where permitted, in relation to marketing other products from our group companies. You can opt out of receiving direct marketing communications from us at any time by contacting us – see the Contact Us section below.

Contact Us

If you want to exercise your rights in Part D or if you require any other information about any other part of this Data Protection Notice, you can contact us in a number of different ways:

Write to us: **The Data Protection Officer
Customer Service Centre
Prudential
Lancing
BN15 8GB**

Call us on: **0800 000 00**

Visit: **pru.co.uk**

Email: **privacy.team@mandg.com**

Making a complaint about how we use your personal information

We take the privacy and protection of your personal information seriously. To ensure compliance with data protection laws, we:

- have an appointed Data Protection Officer (DPO), and
- keep records of complaints for three years, in line with regulatory requirement.

Contacting the DPO

Write to us at:

**Customer Service Centre
Prudential
Lancing
BN15 8GB**

Call us on: **0800 000 000**, Monday to Friday, 08:00-18:00

We will acknowledge the complaint within 30 days and we will handle your complaint in line with applicable laws and regulations.

Not satisfied with our response?

If you've raised your concerns with our DPO but remain dissatisfied, you can refer your complaint to the Information Commissioner's Office (ICO) – an independent authority that protects individuals' information rights. Using this service won't affect your legal rights. For those falling within EU GDPR's scope, you are able to make a complaint directly to your relevant supervisory authority without lodging a complaint with us.

ICO phone: **0303 123 1113** (or **+44 16255 45700** if calling from abroad)

ICO online: **ico.org.uk**

Business Partners means our service providers, payroll service providers, pension scheme administrators, accountants, auditors, professional advisers, IT service and platform providers, actual or potential reinsurers, retrocessionaires, agents, pension trustees (and other stakeholders), scheme advisors, and our legal advisors.

M&G means The Prudential Assurance Company Limited and its affiliates (including Prudential Distribution Limited, Prudential International Assurance plc, PGDS (UK ONE) Limited, Prudential Life Time Mortgages Limited, Prudential Pensions Limited, M&G Global Services Private Limited, M&G Investments Group, M&G Advice Partners Limited (formerly M&G Wealth Advice Limited) and Prudential Corporate Pensions Trustee Limited).

M&G plc is incorporated and registered in England and Wales. Registered office: 10 Fenchurch Avenue, London EC3M 5AG. Registered number 11444019.

M&G plc is a holding company, some of whose subsidiaries are authorised and regulated, as applicable, by the Prudential Regulation Authority and the Financial Conduct Authority.