

DATA PRIVACY NOTICE: August 2026

Introduction

We are the Goldsmiths' Company trading as the Goldsmiths' Company Assay Office, the Goldsmiths' Company Assay Office London, the London Assay Office, and Assay Office London ("Goldsmiths' Company") whose principal place of business is at Goldsmiths' Hall, Gutter Lane, London EC2V 8AQ, United Kingdom.

The Goldsmiths' Company respects the privacy of every individual who visits Our Website. This Privacy Notice informs You about how We collect and process Your Personal Data through Your use of the Website and provides details of the data We collect and how We use that data. This notice will also instruct You on what to do if You do not want Your Personal Data collected or shared when You visit Our Website, order Our Goods and/or Services or respond to Our communications. All handling of Your Personal Data is done in compliance with the UK General Data Protection Regulation and the Data Protection Act 2018 ("Data Protection Legislation").

Our Data Protection Officer is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise Your legal rights, they can be contacted at DPO@thegoldsmiths.co.uk.

The Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about You. We do not control these third-party websites and are not responsible for their privacy statements. When You leave Our Website, We encourage You to read the privacy notice of every website You visit.

Data Controller

The Goldsmiths' Company (as identified above) is the controller responsible for Your Personal Data.

Personal Data

Personal Data means any information about an individual from which that person can be identified ("Personal Data"). It does not include data where the identity has been removed (anonymous data).

We will only collect information which personally identifies You if You provide it to us voluntarily on Your Registration. The information We may collect is grouped together as follows:

Identity Data includes first name, maiden name, last name, Sponsor's Mark, hallmark registration, username or similar identifier, and title.

Contact Data includes billing address, delivery address, email address and telephone numbers.

Financial Data includes bank account and payment card details.

Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.

Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses, and any company details where relevant.

Usage Data includes information about how you use our website, products and services.

Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We do not collect any Special Categories of Personal Data about You (this includes details about Your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about Your health and genetic and biometric data). Nor do We collect any information about criminal convictions and offences.

Non-Personal Data Collected Automatically

In some cases, We may collect information about You that is not personally identifiable. Examples of this type of information include the type of internet browser You are using, the type of computer operating system You are using and the domain name of the website from which You linked to Our site or advertisement.

We also collect, use and share Aggregated Data such as statistical or demographic data. Aggregated Data may be derived from Your Personal Data but is not considered Personal Data in law as this data does not directly or indirectly reveal Your identity.

Please note that where We need to collect Personal Data by law, or under the terms of a Contract We have with You, and You fail to provide that data when requested, We may not be able to perform the Contract and We may have to cancel an Order or Service You have with Us but We will notify You if this is the case at the time.

We process some Personal Data as part of a contractual relationship with a Data Controller. Any requests to restrict this type of processing should be forwarded to the Data Controller; they will be responsible for discussing your concerns and making any decisions.

How is Your Personal Data collected?

We use different methods to collect data from and about you including through:

Direct interactions. You give us Your Identity, Contact and Financial Data when You:

- submit Orders for Our Goods or Services;
- create an Account on Our Website;
- subscribe to Our service or publications;
- request marketing or documentation to be sent to You;
- attend events offered by Us;
- enter a competition, promotion or survey; or
- give Us some feedback.

Automated technologies or interactions. As you interact with Our Website, We may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Data by using cookies and other similar technologies, in accordance with Your consent preferences where required. Please see our cookie policy below for further details.

Third parties or publicly available sources. We may receive Personal Data about you from various third parties and public sources as set out below:

Technical Data from the following parties:

- analytics providers such as Google, based outside the UK.

Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as Elavon, Royal Mail and other secure specialist carriers, some of which are based outside the UK.

Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register, based inside the UK.

The lawful basis and purposes for processing Your data

There must be a lawful basis for Our use and processing of Your Personal Data, as follows:

- where You have given Your consent for Us to do so;
- performance of a contract with You;
- where We have to comply with a legal or regulatory obligation;
- the protection of Your, or another's, vital interests;
- where there is a public interest or under official authority;
- where it is necessary for Our legitimate interests or those of a third party.

Legitimate interests are a basis upon which the law permits the processing of an individual's Personal Data and Our legitimate interests are assessed by Our Data Protection Officer as objectively as possible. You are able to object to Our processing and We shall consider the extent to which this affects whether We have a legitimate interest. If You would like to find out more about Our legitimate interests, please contact Our Data Protection Officer at DPO@thegoldsmiths.co.uk.

The table below sets out the purposes for which We may use and process Your Personal Data, and the lawful basis and legitimate interest for doing so:

Purpose for Processing Table

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us (c) Arrange delivery and return of your Articles	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)



To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting, backup and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

Any information You give Us will be stored on Our systems and may be processed and used by Us and disclosed to, processed and used by other companies that assist Us in providing Our Goods and Services so that Your Order can be processed. We shall only use Your payment card/account details in order to process Your Order and We shall not disclose Your payment card/account details to third parties except as set out in this clause or as required by law. We will not otherwise disclose, sell, distribute or lease Your Personal Data to third parties unless We have Your permission or are required by law to do so.

Disclosure of Your Personal Data

We may have to share your Personal Data with other parties for the purposes set out in the table above, for example:

- Other companies in Our group who provide IT and system administration services and reporting;
- Third party service providers (for IT, hosting, backup and system administration services), professional advisors including lawyers, bankers, auditors and insurers, and regulatory bodies, such as HM Revenue & Customs, regulators and other authorities;



- Delivery and postal service providers, including the upload of Your name and delivery address to Royal Mail's Click & Drop service to arrange outbound shipping of Your Articles;
- Specific third parties such as The Guild of Valuers and Jewellers;
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, We may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your Personal Data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your Personal Data and to treat it in accordance with the law. We do not allow our third-party service providers to use your Personal Data for their own purposes and only permit them to process your Personal Data for specified purposes and in accordance with our instructions.

Some of our external third parties are based outside the UK, so their processing of your Personal Data will involve a transfer of data outside the UK. Whenever We transfer your Personal Data out of the UK, We ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your Personal Data to countries that have been deemed to provide an adequate level of protection for personal data under UK adequacy regulations;
- Where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK, such as the International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses;
- Where we use providers based in the United States, we may transfer data to them where they are certified under the UK Extension to the EU-US Data Privacy Framework (the UK-US Data Bridge), which requires them to provide similar protection to personal data shared between the UK and the US.

Third party Data Processors

Name	Purposes for the processing we need them to carry out	Destination of the data
Microsoft	As shown in the Purpose for Processing Table	Outside the UK
Snowflake (data backups)	"	Outside the UK
Acumatica (business management)	"	Outside the UK
Datto (data backups)	"	Outside the UK
CSI	"	UK
Elavon (payment processing)	"	Outside the UK
Royal Mail (Click & Drop)	"	UK
The Guild of Valuers	"	UK

Marketing

You will receive marketing communications from Us if you have requested information from Us or purchased Goods or Services from Us or if You provided Us with your details when you attended an event or entered a competition or registered for a promotion, but not if You have opted out of receiving that marketing.



We will get Your express opt-in consent before We share Your Personal Data with any third party company for marketing purposes.

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to You or by emailing

customerservices@assayofficelondon.co.uk.

Cookies

We may obtain information about your general internet usage and the usage of our website by using cookies stored on your computer or smartphone. Cookies help us to improve our website and to deliver a better and more personalised service to you, and some of the cookies we use are essential for our website to operate. A cookie does not give Us access to Your computer or any information about You other than the data You choose to share with Us. Other than strictly necessary cookies, We will only place cookies on Your device with Your consent, which You can give or withdraw at any time using the cookie preferences tool on Our Website

Data Retention and Security

We will only retain Your Personal Data for as long as necessary to fulfil the purposes that We collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period, We consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure, the purposes for which We process it and whether We can achieve those purposes through other means, and the applicable legal requirements.

Where Personal Data is held by Us because it is needed for the performance of a contract, it will be held for a period of six years for the purposes of exercising or defending any legal claims. We are committed to ensuring that Your Personal Data is secure. In order to prevent unauthorised access, use or disclosure We have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information We collect. Our security technologies and procedures are regularly reviewed to ensure that they are up to date and effective.

We have put in place procedures to deal with any suspected Personal Data breach and will notify you and any applicable regulator of a breach where we are legally required to do so. You must keep secret any membership numbers, personal security codes and passwords that We may give You for Your access to certain areas of the Website and comply with any instructions that We may give You in order to keep such details safe. You should ensure that any payment transactions You make are made in a secure environment.

Control of Your Personal Data and Your rights

It is important that the Personal Data We hold about You is accurate and current. Please keep Us informed if Your Personal Data changes during Your relationship with Us, by updating Your details on Your Account with Us, or otherwise informing Us in writing.



You are in control of how We use the information You provide and You have rights under Data Protection Legislation in relation to Your Personal Data. You have the right, at any time, to:

1. request access to your Personal Data;
2. ask for Your Personal Data to be corrected or updated;
3. ask Us to erase Your Personal Data from Our records;
4. object to or ask Us to restrict Our use of Your Personal Data for the purposes outlined above;
5. request transfer of Your Personal Data;
6. withdraw Your consent where You have previously given it.

To do this, please contact Our Data Protection Officer at DPO@thegoldsmiths.co.uk. For security reasons, We may need to request specific information from You to help us confirm Your identity and ensure your right to access your Personal Data (or to exercise any of your other rights).

You will not have to pay a fee to access your Personal Data or to exercise any of the other rights. However, We may charge a reasonable fee if Your request is clearly unfounded, repetitive or excessive. Alternatively, We may refuse to comply with your request in these circumstances. We try to respond to all legitimate requests within one month. Occasionally it may take Us longer than a month if Your request is particularly complex or You have made a number of requests. In this case, We will notify You and keep You updated.

Changes to this Privacy Notice

We may occasionally update this Privacy Notice. When We do, We will notify You either by placing a prominent notice on the home page of Our Website or by directly sending You notification. We encourage You to periodically review this Privacy Notice to stay informed about how We are using and protecting the Personal Data We collect.

Contact Information

If You would like to contact us about Your Personal Data or this Privacy Notice, please send us an email at customerservices@assayofficelondon.co.uk, or contact Our Data Protection Officer at DPO@thegoldsmiths.co.uk. We will take all appropriate measures to satisfy Your request. If you believe that we have failed in our compliance with data protection legislation, complaints can be made to the Information Commissioner's Office by visiting <https://ico.org.uk/concerns/>.