

**Marathon Asset Management LLP &  
Marathon Asset Management (Services) Ltd (together “Marathon”)**

**Data Protection and Privacy Notice**

This Notice explains how Marathon (“we”, “us”, “our”), collects, uses, shares and otherwise processes your Personal Data in accordance with applicable data privacy laws including the General Data Protection Regulation (“GDPR”) which will be applicable from 25 May 2018.

**Contacting Marathon about your Personal Data**

The nature of our use of Personal Data generally means we are not required to have a data protection officer. However, you can contact us with any questions regarding your Personal Data or this Notice, at Marathon Asset Management LLP, Orion House, 5 Upper St Martin’s Lane, London WC2H 9EA or on [dataprivacy@marathon.co.uk](mailto:dataprivacy@marathon.co.uk).

**Personal Data**

The term “**Personal Data**” as used in this Notice means any information relating to you such as your name, contact details etc. Personal Data does not include data from which you can no longer be identified such as anonymised aggregated data.

**What Personal Data do we collect about you, how do we collect it and what do we use it for?**

The kinds of Personal Data we may collect includes your contact details (such as your email address and telephone number) and information such as your job title, all of which we may request from you. In addition, we collect the Personal Data you choose to provide to us, for example where you contact us by letter, telephone, email or any other means of electronic or personal communication (including in any face to face meetings). Where your relationship with us is as a client investing through a pooled investment vehicle (such as a pension fund), we will not request or process any personal data on the underlying beneficiaries of your investment vehicle unless requested to do so by a regulator or other authorised body.

We will process your Personal Data if and to the extent applicable law provides a lawful basis for us to do so. We will therefore process your Personal Data only:

- (a) if you have consented to us doing so;
- (b) if we need it to perform a contract we have entered into with you or a Marathon client you represent;



- (c) if we need it to comply with a legal or regulatory obligation; or
- (d) if we (or a third party) have a legitimate interest which is not overridden by your interests or fundamental rights and freedoms.

Whether or not we have your express consent for processing your Personal Data, we would anticipate needing to process it for the following purposes, and consider them all to fall within the permitted purposes set out above:

- (1) To facilitate the opening of a client account with Marathon or one of the collective investment schemes managed by Marathon;
- (2) To facilitate the management and administration of a client's holdings with Marathon and any related account on an on-going basis which is necessary for the performance of Marathon's investment management services to a client, which may include the processing of subscription, redemption, conversion, transfer and additional subscription requests and the payment of distributions;
- (3) To carry out anti-money laundering checks and related actions which Marathon considers appropriate to meet any legal obligations imposed on Marathon relating to the prevention of fraud, money laundering, terrorist financing, bribery, corruption, and tax evasion;
- (4) To further Marathon's legitimate commercial purposes in maintaining good business relationships, to ensure that communications are made to the appropriate individuals, and for promoting or marketing Marathon's products and services;
- (5) To facilitate the purchase or sale of securities and other investments by Marathon;
- (6) To comply with regulatory requirements from our primary regulator (the Financial Conduct Authority), in the course of our business, as well as other relevant regulators in the countries where we do business such as the USA, Canada, South Africa and Ireland; and
- (7) To comply with our obligations for tax, regulatory or corporate filings in any relevant jurisdiction.

#### **Right to withdraw consent**

Where you have provided your consent to the collection, processing and transfer of your Personal Data, you have the right to fully or partly withdraw your consent. If you wish to withdraw your



consent at any time, please contact [dataprivacy@marathon.co.uk](mailto:dataprivacy@marathon.co.uk). Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you originally consented unless there are compelling legitimate grounds for further processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims. Where we process your Personal Data for direct marketing purposes, you have the right to object at any time, in which case we will no longer process your Personal Data for such marketing purposes.

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access Personal Data (or to exercise any of your other rights). This is another appropriate security measure to ensure that Personal Data is not disclosed to any person who has no right to receive it.

### **Accuracy of information**

It is important that the Personal Data we hold about you is accurate and current. Please let us know if your Personal Data changes during your relationship with us.

### **What if you do not provide the personal data we request?**

It is in your sole discretion to provide Personal Data to us. If you do not provide us with all or some of the Personal Data we request, we may not be able to accept an engagement with you, to provide all or some of our services, to enter into a contract with you or the institutions you represent, or to respond to any request from you for information on us or our products or services.

### **Change of purpose, anonymisation**

We will only use your Personal Data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason which is compatible with the original purpose. If we need to use your Personal Data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

In some circumstances we may anonymise your Personal Data so that it can no longer be associated with you, in which case it is no longer Personal Data and therefore not subject to GDPR.

### **With whom will we share your Personal Data?**

We may share your Personal Data with our other Marathon group companies as well as the service providers we work with (which may be service providers to the products we manage or to Marathon directly). We may also have to share your Personal Data with regulators, public institutions, courts or other third parties. We will not sell your Personal Data to any third party.

For the purposes described above we may have to transfer your Personal Data from the European Economic Area (EEA) to a Marathon office or a third party outside of the EEA and in a jurisdiction not being subject to an adequacy decision of the European Commission. We will always ensure that there is a legal basis and a relevant safeguard method for such data transfer so that your Personal Data is treated in a manner that is consistent with, and respects the EU laws and other applicable laws and regulations on data protection. If you require further information about this you can request it from [dataprivacy@marathon.co.uk](mailto:dataprivacy@marathon.co.uk).

### **Your rights in relation to your Personal Data**

You have rights as an individual which you can exercise under certain circumstances in relation to your Personal Data that we hold. These rights are to:

- request access to your Personal Data (commonly known as a “data subject access request”) and request certain information in relation to its processing;
- request rectification of any errors in your Personal Data;
- request the erasure of your Personal Data;
- request the restriction of processing of your Personal Data;
- object to the processing of your Personal Data;
- data portability in respect of your Personal Data.

If you want to exercise one of these rights please contact us at [dataprivacy@marathon.co.uk](mailto:dataprivacy@marathon.co.uk).

You also have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues, or, as the case may be, any other competent supervisory authority of an EU member state.

### **How long will we retain your information?**

We will only retain your Personal Data for as long as necessary to fulfil the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting or reporting requirements.

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

Upon expiry of the applicable retention period we will, to the extent reasonably feasible, securely destroy your Personal Data in accordance with applicable laws and regulations.

### **Fees applicable when exercising your rights**

You will in general not have to pay a fee to exercise any of your individual rights mentioned in this Notice. However, we may charge a reasonable fee if your request to exercise your individual rights is manifestly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

### **Changes to this Notice**

We reserve the right to update this Notice at any time without prior notice, and will make any updated version available on our website.

### **Further information**

If you have any concerns or require any further information, please do not hesitate to contact [dataprivacy@marathon.co.uk](mailto:dataprivacy@marathon.co.uk).