



YOUR PERSONAL DATA AND LLOYDS BANKING GROUP

Your information will be held by Lloyds Bank plc which is part of the Lloyds Banking Group. More information on the Group can be found at lloydsbankinggroup.com

Your personal information will be shared within the Lloyds Banking Group so that we and any other companies in our Group can look after your relationship with us. By sharing this information it enables us to better understand your needs, run your accounts, and provide products in the efficient way that you expect. In some instances, we may ask you for some “sensitive” details, for example your medical history. We will only use this information to provide the service you require and we will ask for your explicit consent.

We will share your personal information from your application with fraud prevention agencies. If false or inaccurate information is provided and fraud is identified, details of this fraud will be passed to these agencies to prevent fraud and money laundering. Further details explaining how information held by the fraud prevention agencies may be used can be obtained by reading the privacy notice at lloydsbank.com/privacy.asp or contacting your local branch.

We may ask you to provide physical forms of identity verification when you open your account. Alternatively, we may search credit reference agency files in assessing your application. The agency also gives us other details and information from the Electoral Register to verify your identity. The agency keeps a record of our search, whether or not your application proceeds. Our search is not seen or used by lenders to assess your ability to obtain credit.

Under the Data Protection Act you have the right of access to your personal data. The Act allows us to charge a fee of £10 for this service. If anything is inaccurate or incorrect, please let us know and we will correct it.

Lloyds Banking Group companies may use your information to contact you by mail, telephone, email or text message about products and services that may be of interest to you. If you do not wish to receive this information please notify us.

For further information please contact your adviser.

It is important that you understand how the personal information you give us will be used. Therefore, we strongly advise that you read our Privacy Statement, which you can find at lloydsbank.com/privacy.asp or you can ask us for a copy. By continuing with this application, you agree to your personal information being used in the ways we describe in our Privacy Statement. Please let us know if you have any questions about the use of your personal information.



LLOYDS BANK

Please contact us if you'd like this information in an alternative format such as Braille, large print or audio

If you have a hearing or speech impairment and would prefer to use a Textphone, please feel free to call us on 0345 300 2281 (lines open 24 hours a day, seven days a week).

If you are Deaf and prefer to use BSL then you can use the SignVideo service available on our website:
lloydsbank.com/signvideo.asp

Your call may be monitored or recorded in case we need to check we have carried out your instructions correctly and to help improve our quality of service.

Lloyds Bank plc

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We are covered by the Financial Services Compensation Scheme and the Financial Ombudsman Service.