

Legal 500 Referee Privacy Notice (Research & Publication Communications)

Effective date: 1/2/2026

Applies to: individuals (“referees”) whose contact details are provided to Legal 500 by law firms, and individuals who respond to Legal 500’s research surveys and interviews.

1) Who we are

Legal 500 Ltd (trading as Legal 500) is the controller of your personal data for the purposes described in this notice.

Legal entity: Legal 500 Ltd

Address: 188–190 Fleet Street, London EC4A 2AG, United Kingdom

Email (privacy enquiries): privacy@legal500.com

If you prefer, you can contact us via the law firm that provided your details.

What “controller” means: we decide why and how your personal data is used for our independent research and publication processes.

2) How we receive your personal data

We receive your contact details from a law firm that has submitted them as part of its Legal 500 research submission. We also receive information directly from you if you complete a survey, respond by email, or participate in an interview.

3) What personal data we collect

We may process the following categories of personal data:

Contact and professional information

- name
- professional email address (and in some cases personal email address where supplied in place of professional email address)
- telephone number (including in some cases a personal mobile number where supplied)
- job title and organisation

Research interaction data

- whether our research emails were opened (open tracking)

- whether links were clicked (click tracking)
- survey responses and free-text feedback
- interview notes (where applicable)

Publication communications

- record of whether we sent you a publication notification email
- your opt-out status and communication preferences

We do not request special category data (such as health information) and ask referees not to include such information in responses.

4) Why we use your data (our purposes)

We use your personal data to:

1. **conduct Legal 500 research**, including contacting you for feedback and analysing responses to inform our guides and rankings;
 2. **manage research communications**, such as sending survey invitations, reminders, and arranging interviews;
 3. **send a one-off publication notification**, where you have actively engaged with our research process;
 4. **maintain suppression lists**, so we do not contact you again if you opt out;
 5. **protect our systems and prevent misuse**, including basic audit logging and security monitoring.
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5) Our lawful basis (UK GDPR / EU GDPR)

We rely on the following lawful bases:

Legitimate Interests (Article 6(1)(f))

- for contacting referees to request feedback;
- for analysing responses and producing our research;
- for sending a one-off publication notification to active responders;
- for maintaining opt-out/suppression records; and
- for measuring and improving engagement with our research communications (including open and click tracking).

We have considered your rights and expectations and believe these activities are proportionate and aligned with the role of Legal 500 as an independent legal market research publisher.

Direct marketing note:

If we include information about other Legal 500 products, services or events within the one-off publication email, we will do so in a limited and relevant way and you will always have a clear ability to opt out of future communications.

6) Opting out / objections

You can opt out at any time by:

- using the unsubscribe link in our emails, or
- contacting us at privacy@legal500.com

If you object to being contacted for research, we will stop contacting you and will retain only minimal information necessary to ensure you are not contacted again (suppression list).

7) Who we share your data with

We share your personal data with trusted service providers (processors) who help us run the research process, including:

- **Email delivery and campaign management** (e.g., Adestra)
- **Secure productivity, storage and collaboration** (e.g., Microsoft 365/SharePoint)
- **Cloud hosting and infrastructure** (e.g., Microsoft Azure)

These providers are required to protect your data and may only use it on our instructions.

We do not sell or transfer referee personal data.

8) International transfers

We aim to process referee personal data in the UK/EEA. However, some of our service providers may involve international transfers (for example, support operations or infrastructure arrangements). Where personal data is transferred outside the UK/EEA, we ensure appropriate safeguards are in place, such as:

- the UK International Data Transfer Agreement (IDTA) and/or the UK Addendum to EU Standard Contractual Clauses; and
- where applicable, additional technical and organisational safeguards.

9) How long we keep your data

We take a data-minimisation approach.

Personal/contact data retention

- We delete referee personal contact data from live systems **within 28 days of publication of the relevant guide**, and
- we also delete or render it inaccessible within backups in accordance with our backup retention and deletion cycle (see below).

Anonymised research retention

- We may retain anonymised or aggregated research outcomes and response data **indefinitely**, provided it does not identify you.

Suppression list retention

- If you opt out, we retain a minimal record (e.g., email address and opt-out status) as long as necessary to ensure you are not contacted again.

Backups

- Backups are retained for 90 days and are securely overwritten or deleted in the ordinary course of system operations. We do not use backup data for any research or communication activity.

10) Your rights

You have rights under UK GDPR (and EU GDPR where applicable), including the right to:

- access your data,
- request correction,
- request deletion,
- object to processing,
- request restriction,
- request portability (in certain cases), and
- lodge a complaint with the **UK Information Commissioner's Office (ICO)**.

We may ask you to verify your identity before responding.

11) If you have questions or concerns

Please contact us at **[insert privacy email]**.

You may also contact the law firm that submitted your details to us.

12) Updates

We may update this notice periodically. If changes are material, we will take reasonable steps to bring them to your attention.