NATIONAL ACCIDENT HELPLINE

Privacy policy

About us

In this Policy we use the terms “we”, “us”, and “our” (and other similar terms) to refer to National Accident Law; we act as a data controller responsible for your personal data.

National Accident Law and National Accident Helpline are the trading names of National Accident Law Limited, a company registered in England & Wales (company number 11496339. Our registered office is: Bevan House, Kettering Parkway, Kettering Venture Park, Kettering, Northamptonshire, NN15 6XR. We are authorised and regulated by the Solicitors Regulation Authority (SRA), number: 655606.

National Accident Law Panel Firms

When a call is made in response to marketing under the National Accident Helpline brand, National Accident Law brand or affiliated brands of, Claims People or Underdog, it will be answered by National Accident Helpline which is a trading name of National Accident Law. We work in association with a panel of solicitors. We may with, your consent, put you in touch with one of our panel solicitors or our own law firm, National Accident Law, to advise you further about your personal injury claim. Any data or information you provide to the panel solicitor will be handled in accordance with their own Privacy Policy.

Introduction and contact information

This privacy statement tells you what to expect when we collect your personal information. We’ll explain what data we hold about you, how we collect and use your data and whether we share it with other organisations. It is an essential part of our business to collect and manage client and non-client data.

Protecting your data is very important to us. We’re the data controller for the purpose of data protection legislation and we’re registered with the Information Commissioner’s Office (ICO) which is the UK’s data protection regulator. If you want to ask us for information about your data or this privacy policy, please contact the National Accident Law’s Compliance Team at Bevan House, Kettering Parkway, Kettering Venture Park, Kettering, Northamptonshire, NN15 6XR or by email at compliance@national-accident-law.co.uk and we’ll respond to you directly.

We’ve purposely drafted this notice to be clear and concise so it’s a summary of how we collect and use your personal information. If you’d like more details about how we collect and use it, you’ll find this in our website Terms of Use and with letters or documents we send to you including our customer care terms and conditions, where applicable. If you can’t find the information you’d like, please contact us.

This privacy notice applies to:

- Visitors to our websites and use of cookies.
- Information we obtain about you.
- When we collect your information.
- How we use your information.
- Sharing your information.
- Where we store your personal information.
- International data transfers.
- Your rights of access to information.
- Other rights you might have.
- Changes to this policy statement.

When do we collect your data?

The main situations where we may collect your data are as follows:

- When you contact us to consider a potential claim against another party arising from an accident or medical negligence. We will ask you to provide personal data to enable us to make an assessment on whether you might have a claim.
- We may collect data if you make an enquiry online via our website or by e-mail enquiry, including where you choose to provide an optional email address to receive confirmation reminders or related communications to your query. This is needed to enable us to contact you and respond to your query.
- We collect data when you give a third party permission to share with us the information they hold about you.
- When you contact us by any means with queries or complaints etc.
- When you choose to complete any surveys that we may send you.
- During your claim, if and when National Accident Law is acting on your behalf.

Visitors to our websites and use of cookies

When someone visits our websites we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. Where enabled, we also use enhanced analytics features such as Google Signals. This functionality allows us to receive aggregated and anonymised insights about users across multiple devices and sessions, where those users are signed into a Google account and have enabled personalised advertising.

Cookies help us to provide you with a good experience when you browse our website and allow us to improve our site. You can read more about how we use cookies and Google analytics here: national-accident-helpline.co.uk/about-us/privacy-policy/cookie-policy.

You can always make use of our services or our site without having to agree to marketing.

Information about you

You'll give us most of the information we will hold about you; this is generally done when you communicate with us and is likely to include your name, address, e-mail address, telephone numbers, financial information and, where relevant, information about any incident or matter in which you may have been involved, including any injuries suffered, other parties involved and further information relevant to the services we offer.

Sometimes information about you will come from other organisations such as those sharing your details with us, another business website, an insurer, online marketing or someone else who provides you with goods or services. That source is called an 'introducer'. We sometimes make payments to other businesses to cover the marketing and other costs they incur in providing these services to us. These costs form part of our business overheads and are not charged to you. These businesses will be data controllers themselves and we encourage you to read their privacy notices for information about how they deal with information about you.

We hold information about you for at least seven years after the conclusion of all services or, if longer, the conclusion of any other dealings with you.

All data is held in line with our retention policy and your information will always be held securely.

Data Protection legislation means we must make sure your personal information is accurate and current. Please tell us promptly if it changes in any way.

How we use your information

Our Services and Products

We use your information to deal with enquiries you make about our services, to make an assessment on whether you might have a claim, to provide legal services to you, to help us improve our services, to notify you about changes to our services and for related purposes that include:

- To provide you with the information, products, and services that you request from us.
- Where applicable to pass on or make available your enquiry, with your consent, to our panel solicitors to help them communicate with you directly and to provide their service to you.
- To provide services and information to our panel solicitors and third party marketing partners that they can use to benchmark and improve their performance, and for us to measure their quality.
- We may use an Artificial Intelligence (AI) tool to review transcripts of our calls. This is used solely for quality monitoring purposes to help us ensure calls are handled consistently and in line with our standards. No automated decision making is used by this tool.
- To allow you to participate in the interactive services available on our site.
- To contact you occasionally about important changes to our Privacy Notice or this policy or developments to our site or our services.
- Updating and enhancing your records and analysis to help us manage our practice.
- Legal and regulatory compliance that help us fulfil our legal obligations.
- Checking how happy you are with our services (including customer satisfaction questionnaires).
- Tracing and collecting debts.
- To contact you via a review site, such as Trust Pilot for your views on our services. We'll seek feedback about your experience to analyse and improve our services and products.
- To contact you about whether you would like to provide a customer testimonial about our service.

Advertising and Analytics

Where you have provided your consent, we may use your email address to :

- To Confirm your enquiry and send reminders and;
- Measure the effectiveness of our advertising campaigns.

For advertising measurement, your email address is converted into a hashed format before being shared with platforms such as Google or Meta. These platforms use the hashed data solely to help us understand whether our advertising is effective for customers. We do not receive personal information about you from these platforms.

We do not use any information to make any automated decisions about you or your claim or to send unsolicited marketing communications.

Your information when claiming online

If you use our claim online tool and choose 'save your progress' before completing the process, we will store your information securely on our servers.

This means you won't have to re-enter the information you've provided when returning to the National Accident Helpline, or National Accident Law websites.

Sharing your information

Where applicable, We will only share your personal information with our panel solicitor firms, with your consent, so they can provide services to you.

In order to provide our services to you we are sometimes required to share your information with other organisations and we want to make it clear to you when this will happen. Our work for you might require us to give information and data to third parties such as expert witnesses, defendants and their insurers and other professional advisors. Any information you provide to us may also be shared with and processed by our service providers, group companies, insurers and regulators.

Where you have given consent and it is applicable, and in your best interests to do so, we'll share information with the organisation that that put you in touch with us about the progress of your claim and any compensation you are awarded. This organisation is also a data controller. Where we share your information with other data controllers it is to honour the obligations we have to you or because they or we have some other good reason to do so - such as the provision of management information about how we have supplied services to you or to deal with complaints.

Where you have provided consent, we may share hashed identifiers (such as hashed email address) with advertising platforms including Google or Meta for the purposes of advertising attribution and analytics. These organisations act as independent data controllers for their own processing activities.

Other group companies including our Parent business, NAHL Group plc provides management and support functions to us which we need so that we can provide legal services to you. These include support services like human resources, information technology, payroll and consultancy. Sometimes we ask other companies or people to do some of our administration and/or legal work on an outsourced basis. We have a confidentiality agreement with NAHL Group plc and every other provider of outsourced services we work with. All staff providing outsourced services are trained to ensure compliance with all relevant regulations. By accepting our PP, you agree to this outsourcing and to us sharing information with NAHL Group plc and any other outsourcers for this purpose. National Accident Helpline, Claims People and National Accident Law are both part of the same group of companies, NAHL Group PLC.

If you have any questions or concerns, please get in contact with us using the contact details above.

Other occasions when we may share your personal information

If anyone buys us or any of our group companies that hold your personal information, then personal information about you will be transferred to the buyer. This will also be the case if instead of buying the relevant group company the buyer simply buys all or most of the business assets.

There may be occasions when we must share information (including with regulators) about you so that we comply with a legal obligation, to enforce or apply our website terms of use, other agreements or to protect the rights, property, or safety of ourselves or our customers or someone else. We will also exchange information with other companies and organisations for the purposes of fraud protection, crime prevention or detection and credit (and other) risk reduction.

Where we store your personal information

All information you provide to us is stored on secure servers. We may from time to time need to store your data on third party servers or to use technical software during your matter hosted by a third party and where necessary data is held on secure cloud-based servers.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

International data transfers

We do not generally process personal information outside of the European Economic Area but should this occur from time to time (for example our use of Google analytics involves some personal data being transferred to the USA) it will be done only in a way that complies with current laws and regulations.

Access to information

You may obtain the information we hold about you by making a written request to us by contacting compliance@national-accident-law.co.uk or writing to us at National Accident Law, Bevan House, Kettering Parkway, Kettering Venture Park, Kettering, Northamptonshire, NN15 6XR.

Subject to compliance with any laws and regulations, when you ask us about the information we hold on you we'll give you confirmation that your data is being processed, access to it and any other supplementary information we consider relevant to your request.

Your other rights

In addition to having access to your information (see above) and your right to the information set out in our privacy statements you have the rights to ask us to rectify any incorrect information about you; to delete information we hold about you; to restrict what we do with information about you; and to require us to send information we hold about you either to you (or someone you designate) in a commonly used machine readable form. Where we process your data based on consent (for example, for advertising measurement), you have the right to withdraw that consent at any time without affecting the lawfulness of processing carried out before withdrawal. Additionally, you may object to how we are using information about you and the right not to have automated decisions made about you.

The above rights are not all absolute and whether you can use one of these rights may depend on the way we obtained your information or the legal basis on which we use your personal information. More information about how and when you can exercise these rights is available from the Information Commissioners Office.

You can ask us to stop using your information for marketing at any time by notifying our office via the contact details above.

Additionally, if you have provided your consent to process information about you for any other purpose (excluding providing services), you can withdraw your consent by contacting us via the contact details above.

Complaints

We are committed to protecting and respecting information about you in compliance with relevant laws and regulations and for this reason we take complaints we receive about this very seriously. Please address any concerns to us at the contact address given above for the attention of the Compliance Team at compliance@national-accident-law.co.uk. We encourage you to contact us directly if you are unhappy, but if you are not satisfied with our response or if you prefer not to raise the issue with us you may at any time complain to the Information Commissioner's Office or one of its regional offices.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113
Fax: 01625 524510

Links to other sites

This privacy notice does not cover the links within this site linking to other websites. These websites have their own privacy statements and we encourage you to read the privacy statements on the other websites you visit.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.
Last updated: 06/07/2026

SOLICITORS REGULATION AUTHORITY