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Butterfly

CLARITY THAT DECIDES

Complaints

Last updated: 19 February 2026

Butterfly takes complaints seriously. If something hasn't met your expectations, we aim to resolve it quickly, fairly, and with clear communication.

1) How to complain

Please email, call, or write to us with:

- Your name and contact details.
- A clear summary of the issue and relevant dates.
- Any reference number (if you have one) and who else is involved (if relevant).
- What outcome you would like.

Email: dpo@butterfly-advisory.com

Telephone: 020 7060 0604

Post: Butterfly International Ltd (trading as Butterfly Advisory), Cardinal Point, Park Road, Rickmansworth, Hertfordshire, WD3 1RE, United Kingdom.

2) What happens next

- We will acknowledge your complaint within **3 working days**.
- If we can resolve it within **3 working days**, we will confirm resolution in writing.
- If it needs more time, we will investigate and aim to provide a clear response as soon as possible, and in any event within **8 weeks** of receiving the complaint.
- If the complaint is complex, we will keep you updated on progress.

3) If your complaint involves a third party

If a third party is responsible for all or part of the issue (for example, a provider we introduced or coordinated), we may share relevant complaint details with them so the matter can be investigated and resolved, in line with data protection requirements.

4) Further escalation (where applicable)

- **Data protection complaints:** You can complain to the Information Commissioner's Office (ICO): ico.org.uk.
- **NACFB (where applicable):** If the complaint relates to conduct matters within the scope of NACFB's process, you may refer it to the NACFB. The NACFB can review conduct but does not award compensation.

NACFB contact details:

NACFB, 33 Eastcheap, London, EC3M 1DT | 020 7101 0359