Website privacy policy

**Policy version**: 29 January 2024

www.ashdownvat.co.uk (our website) is provided by Ashdown VAT Consultancy LLP(‘we’, ‘our’ or ‘us’). We are the controller of personal data obtained via our website, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your personal data) in connection with your use of our website. It also explains your rights in relation to your personal data and how to contact us or a relevant regulator in the event you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (UK GDPR).

Given the nature of our website, we do not expect to collect the personal data of anyone under 18 years old. If you are aware that any personal data of anyone under 18 years old has been shared with our website please let us know so that we can delete that data.

This privacy policy is divided into the following sections:

* What this policy applies to
* Personal data we collect about you
* How your personal data is collected
* How and why we use your personal data
* Marketing
* Who we share your personal data with
* How long your personal data will be kept
* Transferring your personal data out of the UK **[**and EEA**]**
* Cookies**[** and other tracking technologies**]**
* Your rights
* Keeping your personal data secure
* How to complain
* Changes to this privacy policy
* How to contact us
* Do you need extra help?

# What this policy applies to

This privacy policy relates to your use of our website only.

# Personal data we collect about you

The personal data we collect about you depends on the particular activities carried out through our website. We will collect and use the following personal data about you:

* your name, address and contact information, including email address and telephone number and company details

You must provide this personal data to allow us to respond to a request to contact you unless we tell you that you have a choice.

Sometimes you can choose if you want to give us your personal data and let us use it. Where that is the case we will tell you and give you the choice before you give the personal data to us. We will also tell you whether declining to share that personal data will have any effect being that we would not be able to contact you.

We collect and use this personal data for the purposes described in the section ‘**How and why we use your personal data**’ below.

We collect personal data from you:

* directly, when you enter or send us information, such as when you request us to contact you to discuss an issue and
* indirectly, such as your browsing activity while on our website; we will usually collect information indirectly using the technologies explained in the section on ‘**Cookies**’ below.

# How and why we use your personal data

Under data protection law, we can only use your personal data if we have a proper reason, eg:

* where you have given consent
* to comply with our legal and regulatory obligations
* for the performance of a contract with you or to take steps at your request before entering into a contract, or
* for our legitimate interests or those of a third party

A legitimate interest is when we have a business or commercial reason to use your personal data, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see ‘**How to contact us**’ below).

The table below explains what we use your personal data for and why.

| What we use your personal data for | Our reasons |
| --- | --- |
| Creating and managing your account with us | To perform our contract with you or to take steps at your request before entering into a contract. |
| Providing services to you | To perform our contract with you or to take steps at your request before entering into a contract |
| Conducting checks to identify you and verify your identity or to help prevent and detect fraud against you or us | To comply with our legal and regulatory obligations |
| Enforcing legal rights or defend or undertake legal proceedings | Depending on the circumstances:  —to comply with our legal and regulatory obligations  —in other cases, for our legitimate interests, ie to protect our business, interests and rights |
| Retaining and evaluating information on your recent visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive or to check our website is working as intended | Depending on the circumstances:  —your consent as gathered by the separate cookies tool on our website*—see* ‘**Cookies** below  —where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price  If you have provided such a consent you may withdraw it at any time by emailing us (this will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn) |
| Communications with you not related to marketing, including about changes to our terms or policies or changes to the **services we provide** or other important notices | Depending on the circumstances:  —to comply with our legal and regulatory obligations  —in other cases, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price |
| Protecting the security of systems and data used to provide the services | To comply with our legal and regulatory obligations  We may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, ie to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us |
| Statistical analysis to help us understand our customer base | For our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you |
| Updating and enhancing customer records | Depending on the circumstances:  —to perform our contract with you or to take steps at your request before entering into a contract  —to comply with our legal and regulatory obligations  —where neither of the above apply, for our legitimate interests, eg making sure that we can keep in touch with our customers about existing orders and new products |
| Disclosures and other activities necessary to comply with legal and regulatory obligations that apply to our business, eg to record and demonstrate evidence of your consents where relevant | To comply with our legal and regulatory obligations |
| Marketing our services to existing and former customers | For our legitimate interests, ie to promote our business to existing and former customers  See ‘**Marketing**’ below for further information |
| To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency  In such cases information will be anonymised where possible and only shared where necessary | Depending on the circumstances:  —to comply with our legal and regulatory obligations  —in other cases, for our legitimate interests, ie to protect, realise or grow the value in our business and assets |

# How and why we use your personal data—in more detail

More details about how we use your personal data and why are set out in the table below.

| Purpose | Processing operation | Lawful basis relied on under the UK GDPR | Relevant categories of personal data |
| --- | --- | --- | --- |
| Communications with you not related to marketing, including about changes to our terms or policies or changes to the products or other important notices | Addressing and sending communications to you as required by data protection laws, ie:  —the UK GDPR or Data Protection Act 2018 | Processing is necessary for compliance with a legal obligation to which we are subject (Article 6(1)(b)) | —your name, address and contact information, including email address and telephone number and company details |
| Addressing and sending communications to you about changes to our Terms of Business or changes to the services provided (other than those addressed above) | Our legitimate interests (Article 6(1)(f)), which is to be as efficient as we can so we can deliver the best service to you | —your name, address and contact information, including email address and telephone number and company details |

# How and why we use your personal data—Special category personal data

Certain personal data is treated as a special category to which additional protections apply under data protection law. We do not collect or process any such data.

# How and why we use your personal data—sharing

See ‘**Who we share your personal data with**’ for further information on the steps we will take to protect your personal data where we need to share it with others.

# Marketing

We may use your personal data to send you updates (by email, text message, telephone or post) about our services, including promotions or new services.

We have a legitimate interest in using your personal data for marketing purposes (see above ‘**How and why we use your personal data**’). This means we do not need your consent to send you marketing information. If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You have the right to opt out of receiving marketing communications at any time by:

* contacting us at michael@ashdownvat.co.uk
* using the ‘unsubscribe’ link in marketing emails.

We may ask you to confirm or update your marketing preferences if you ask us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your personal data with the utmost respect and never sell or shareit with other organisations for marketing purposes.

For more information on your right to object at any time to your personal data being used for marketing purposes, see ‘**Your rights**’ below.

# Who we share your personal data with

We routinely share personal data with:

* third parties we use to help deliver our services to you,
* other third parties we use to help us run our business, e.g. website hosts and website analytics providers

We only allow those organisations to handle your personal data if we are satisfied, they take appropriate measures to protect your personal data.

We or the third parties mentioned above occasionally also share personal data with:

* our and their external auditors, e.g. in relation to the audit of ouror their accounts, in which case the recipient of the information will be bound by confidentiality obligations.
* our and their professional advisors (such as lawyers and other advisors), in which case the recipient of the information will be bound by confidentiality obligations.
* law enforcement agencies, Courts, Tribunals and regulatory bodies to comply with our legal and regulatory obligations.
* other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your personal data will be bound by confidentiality obligations.

# Who we share your personal data with—in more detail

More details about who we share your personal data with and why are set out in the table below.

| Recipient | Processing operation (use) by recipient | Relevant categories of personal data transferred to recipient |
| --- | --- | --- |
| MK Web, a business based in Bourne South Lincolnshire. | Web design and data hosting services, ie stores a copy of your personal data on computer equipment so it can be accessed by us and permitted third parties (see below). | Any of the personal data we collect about you |
| ICUK Computing Services Limited of Trinity Court, 34 West Street, Sutton, Surrey, SM1 1SH. A company incorporated in England and Wales under registration number | Web design and data hosting services, i.e. stores a copy of your personal data on computer equipment so it can be accessed by us and permitted third parties (see below). | Any of the personal data we collect about you |

# Who we share your personal data with—further information

If you would like more information about who we share our data with and why, please contact us (see ‘**How to contact us**’ below).

# How long your personal data will be kept

We will not keep your personal data for longer than we need it for the purpose for which it is used. Different retention periods apply for different types of personal data.

# Transferring your personal data out of the UKand EEA

The EEA, and other countries outside **t**he UK have differing data protection laws, some of which may provide lower levels of protection of privacy.

We do not plan or intend to transfer your personal data to countries outside the UK

# Cookies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. The website may use cookies to:

* Remember user preferences and settings
* Determine frequency of accessing our content; and
* Analyse site visits and trends.

# Your rights

You generally have the following rights, which you can usually exercise free of charge:

|  |  |
| --- | --- |
| Access to a copy of your personal data | The right to be provided with a copy of your personal data |
| Correction (also known as rectification) | The right to require us to correct any mistakes in your personal data |
| Erasure (also known as the right to be forgotten) | The right to require us to delete your personal data—in certain situations |
| Restriction of use | The right to require us to restrict use of your personal data in certain circumstances, eg if you contest the accuracy of the data. |
| Data portability | The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations |
| To object to use | The right to object:  —at any time to your personal data being used for direct marketing (including profiling)  —in certain other situations to our continued use of your personal data, eg where we use your personal data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims |
| Not to be subject to decisions without human involvement | The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you  We do not make any such decisions based on data collected by our website |
| The right to withdraw consents | If you have provided us with a consent to use your personal data you have a right to withdraw that consent easily at any time  You may withdraw consents by sending an email to michael@ashdownvat.co.uk  Withdrawing a consent will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn |

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us (see ‘**How to contact us**’ below). You may also find it helpful to refer to the guidance from the UK’s Information Commissioner on your rights under the UK GDPR.

If you would like to exercise any of those rights, please email, call or write to us—see below: ‘**How to contact us**’. When contacting us please:

* provide enough information to identify yourself (e.g. your full name and address) and any additional identity information we may reasonably request from you, and
* let us know which right(s) you want to exercise and the information to which your request relates

# Keeping your personal data secure

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do

# How to complain

Please contact us if you have any queries or concerns about our use of your personal data (see below ‘**How to contact us**’). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with the Information Commissioner in the UK

The Information Commissioner may be contacted using the details at https://ico.org.uk/make-a-complaint or by telephone: 0303 123 1113.

# Changes to this privacy policy

We may change this privacy policy from time to time—when we make significant changes we will take steps to inform you, for example by including a link to a description of those changes on our website for a reasonable period or by other means, such as email*.*

# How to contact us

You can contact us by post, email or telephone if you have any questions about this privacy policy or the information we hold about you, to exercise a right under data protection law or to make a complaint. Our Contact details are:

Michael Ashdown

Ashdown VAT Consultancy LLP

21 Woodthorpe Road

Ashford. TW15 2RP

[michael@ashdownvat.co.uk](mailto:michael@ashdownvat.co.uk)

01784 770486

# Do you need extra help?

If you would like this policy in another format (for example audio, large print, braille) please contact us (see ‘**How to contact us**’ above).