

# APS Accountancy Limited – Privacy Notice

## Introduction

This is our privacy policy. It tells you how we collect and process data received from you. Please read the following carefully to understand our views and practices regarding your personal data and how it will be treated.

## Who are we and what are our data protection principles?

As a data controller, it is our obligation to provide you with the following information:

- Our company name is **APS Accountancy Limited**
- Our registered office address is **4 Cromwell Court, New Street, Aylesbury, Buckinghamshire HP20 2PB**
- Our web address is [www.apsaccountancy.co.uk](http://www.apsaccountancy.co.uk)
- **Chris Shennan** is our data protection officer and can be contacted at [info@apsaccountancy.co.uk](mailto:info@apsaccountancy.co.uk)

The organisation is committed to processing data in accordance to the following principles:

- The organisation processes personal data lawfully, fairly and in a transparent manner.
- The organisation collects personal data only for specified, explicit and legitimate purposes.
- The organisation processes personal data only where it is adequate, relevant and limited to what is necessary for the purposes of processing.
- The organisation keeps accurate personal data and takes all reasonable steps to ensure that inaccurate personal data is rectified or deleted without delay.
- The organisation keeps personal data only for the period necessary for processing.
- The organisation adopts appropriate measures to make sure that personal data is secure, and protected against unauthorised or unlawful processing, and accidental loss, destruction or damage.

## What information does the organisation collect and why?

As an organisation we may collect and process the following information:

- Information provided through our forms and surveys on our website;
- Any records of correspondence between us;
- Information provided to us by you if you choose to accept our services; and/or
- Information provided to us by HMRC and other third parties you have authorised to provide us with information

Through our dedication and commitment to your data protection we ensure that one or more of the following legal bases directly links to the data processing:

- You have given consent to the processing of your personal data for one or more specific purposes;
- Processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
- Processing is necessary for compliance with a legal obligation to which we are subject;
- Processing is necessary to protect the vital interests of you or of another natural person;
- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or
- Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party with exception to situations where processing leads to fundamental rights and freedom being jeopardised.

## How do we use this data?

Under a lawful basis, the organisation will process your data in the following ways:

**To communicate with you.** This may include:

- Providing you with information you've requested from us or information we are required to send to you;
- Operational communications, like changes to our website and services and security updates; and/or
- Marketing communications such as services we provide and regular blogs and newsletters to keep you updated and informed.

**To support you:** This may include assisting you with any queries you have and helping you make educated and informed decision for your company and yourself.

**To protect:** So that we can detect and prevent any fraudulent or malicious activity, and make sure that everyone is using our websites and services fairly and securely.

## Who has access to data?

When processing your data only specific and necessary parties have access. They are as follows:

- Partners and employees at APS Accountancy Limited
- Third party service providers and partners who assist and enable us to use the personal data to, for example, support delivery of or provide functionality on the website or services, or to market or promote our goods and services to you
- Regulators, law enforcement bodies, government agencies, courts or other third parties where we think it's necessary to comply with applicable laws or regulations, or to exercise, establish or defend our legal rights. Where possible and appropriate, we will notify you of this type of disclosure
- Other third parties where we have your informed consent to disclose information to them.

## How data is stored and protected?

Security is a priority for us when it comes to your personal data. We're committed to protecting your personal data and have appropriate technical and organisational measures in place to make sure that happens. These include:

- Encrypted storage;
- Fully compliant third party providers of backup and disaster recovery; and
- Trained personnel dealing with organisation of secure physical data storage.
- Contact [info@apsaccountancy.co.uk](mailto:info@apsaccountancy.co.uk) for further information on data security measures.

## Data retention

When it comes to processing your data, the organisation is committed to not holding data any longer than required. For clients we supply services and advice to, suppliers and employees, our data retention policy states that all information will be held as a back-up for 7 years post notice for a client to leave and data will then be deleted accordingly.

All back-ups of data are legally required to be held in case of any potential tax enquiry.

Data will be held and processed through the duration of the contractual agreement unless directed otherwise by the data subject as stated in the next section.

## Your rights

As a data subject, individuals have a number of rights in relation to their personal data.

**Subject access requests:** Individuals have the right to make a subject access request. If an individual makes a subject access request, the organisation will tell them:

- Whether data is processed and if so why;
- To whom data is or may be disclosed;
- For how long personal data is stored (or how that period is decided);
- They have the right to complain to the Information Commissioner's Office ; and
- Whether or not the organisation carries out automated decision-making.

The organisation will also provide the individual with a copy of the personal data undergoing processing.

In some cases, the organisation may need to ask for proof of identification before the request can be processed.

The organisation will normally respond to a request within a period of one month from the date it is received. In some cases, such as where the organisation processes large amounts of the individual's data, it may respond within three months of the date the request is received.

To request a subject access request from, please contact [info@apsaccountancy.co.uk](mailto:info@apsaccountancy.co.uk)

## Other rights

Individuals have a number of other rights in relation to their personal data. They can require the organisation to:

- Rectify inaccurate data;
- Stop processing or erase data that is no longer necessary for the purposes of processing;
- Stop processing or erase data if the individual's interests override the organisation's legitimate grounds for processing data (where the organisation relies on its legitimate interests as a reason for processing data);
- Stop processing or erase data if processing is unlawful;
- Stop processing data for a period if data is inaccurate or if there is a dispute about whether or not the individual's interests override the organisation's legitimate grounds for processing data; and
- Stop receiving newsletters and marketing communications at any time by unsubscribing using the instructions contained in the communications. Alternatively, you can unsubscribe by sending a request to [info@apsaccountancy.co.uk](mailto:info@apsaccountancy.co.uk)

## Changes and updates

If we as an organisation required to update or change our privacy policy, we will do so and notify you of this.

For further information or queries on any of the matters detailed in the privacy notice please contact our data protection officer at [info@apsaccountancy.co.uk](mailto:info@apsaccountancy.co.uk)