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E-mail: Info@AppliedAccountancy.co.uk

Data Protection Policy and Procedures

Data Protection

We confirm that we will comply with the provisions of the General Data Protection Regulation (GDPR) when processing personal data about you your directors and employees and your/their family/ies.

Processing means:

- obtaining, recording or holding personal data; or
- carrying out any operation or set of operations on personal data, including collecting and storage, organising, adapting, altering, using, disclosure (by any means) or removing (by any means) from the records manual and digital.

The information we obtain, process, use and disclose will be necessary for:

- the performance of the contract
- to comply with our legal and regulatory compliance and crime prevention
- contacting you with details of other services where you have consented to us doing so
- other legitimate interests relating to protection against potential claims and disciplinary action against us.

This includes, but is not limited to, purposes such as updating and enhancing our client records, analysis for management purposes and statutory returns.

Electronic and other communication

As instructed, we will communicate with you and with any third parties you instruct us to as set out in our covering letter via email or by other electronic means. The recipient is responsible for virus-checking emails and any attachments.

Registered in England & Wales. Registration Number: 3777873

*A.G.Baker ACMA, MinstAM
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With electronic communication there is a risk of non-receipt, delayed receipt, inadvertent misdirection or interception by third parties. We use virus-scanning software to reduce the risk of viruses and similar damaging items being transmitted through emails or electronic storage devices. However, electronic communication is not totally secure and we cannot be held responsible for damage or loss caused by viruses, nor for communications that are corrupted or altered after despatch. Nor can we accept any liability for problems or accidental errors relating to this means of communication, especially in relation to commercially sensitive material. These are risks you must accept in return for greater efficiency and lower costs. If you do not wish to accept these risks, please let us know and we will communicate by hard copy, other than where electronic submission is mandatory.

Any communication by us with you sent through the post is deemed to arrive at your postal address two working days after the day that the document was sent.

When accessing information held electronically by HMRC, we may have access to more information than we need and will only access records reasonably required to carry out the contract.

You are required to keep us up to date with accurate contact details at all times. This is important to ensure that communications and papers are not sent to the incorrect address.

The data protection policy which is established, governs the collection, use and disclosure of personal data submitted to Applied Accountancy, and explains how we collect and handle personal data of individuals and comply with the requirements

Data collection

We collect only personally identifiable information that is specifically and voluntarily provided by visitors to Applied Accountancy's website. Applied Accountancy receives limited identifiable information, such as name, Title, company address, email address, and telephone and fax numbers, from website visitors. Typically, identifying information is collected to:

- Register for certain areas of the site
- Inquire for further information
- Distribute requested reference materials

Demographic information, including gender and occupation, is not actively sought. It is Applied Accountancy's policy to limit the information collected to only the minimum information required to complete a visitor's request. In any instance where non-mandatory information is sought, the website visitor will be notified of this at the point of collection.

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Visitors are also able to send email through the site. Their messages will contain the user's screen name and email address, as well as any additional information the user may wish to include in the message.

Applied Accountancy's intention is not to seek any sensitive information through our website unless legally required for recruiting purposes. Sensitive information includes a number of types of data relating to: race or ethnic origin; political opinions; religious or other similar beliefs; trade union membership; physical or mental health; sexual life or criminal record. We suggest that you do not provide sensitive information of this nature. If you do wish to provide sensitive information for any reason, Applied Accountancy accepts your explicit consent to use that information in the ways described in this privacy statement or as described at the point where you choose to disclose this information.

Use of data

A user may choose to provide personal information in the following examples:

- Participate in "join our mailing list" initiatives
- Contact us for further information

Information attained by the site is used only for the intended purpose stated at the time that the information is collected. This data is not shared with other entities for secondary or unrelated purposes, or shared with a third party, unless otherwise disclosed at the point of collection. If there is an instance where such information may be shared, the visitor will be asked for permission beforehand.

Applied Accountancy makes every practical effort to avoid excessive or irrelevant collection of data. If a visitor believes the site has collected excessive information, we encourage the visitor to contact us at info@appliedaccountancy.co.uk to raise any concerns.

Except for the mailing list initiative described above, where visitors explicitly choose to receive specific Applied Accountancy marketing or other materials, Applied Accountancy will not use personal data collected from our websites to facilitate unsolicited marketing activities.

Cookies and log files

Cookies may be used on some pages of our site. "Cookies" are small text files placed on your hard drive that assist us in providing a more customised website experience. For example, a cookie can be used to store registration information in an area of the site so that a user does not need to re-enter it on subsequent visits to that area. It is Applied Accountancy policy to use cookies to make navigation of our websites easier for visitors and to facilitate efficient registration procedures. Site statistics are compiled by third parties, and therefore your IP address will be passed to third parties for statistical reporting only.

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If you are concerned about cookies, most browsers permit individuals to decline cookies. In most cases, a visitor may refuse a cookie and still fully navigate our website, however other functionality in the site may be impaired. After termination of the visit to our site, you can always delete the cookie from your system if you wish.

In order to properly manage our website we may anonymously log information on our operational systems, and identify categories of visitors by items such as domains and browser types. These statistics are reported in the aggregate to our webmasters. This is to ensure that our website presents the best web experience for visitors and is an effective information resource.

Third parties

It is Applied Accountancy's policy only to disclose information to third parties under the following circumstances:

- As required by law through subpoena, search warrant or other legal process
- When explicitly requested by a visitor

Applied Accountancy's website does not collect or compile personally identifying information for dissemination or sale to outside parties for consumer marketing purposes, or host mailings on behalf of third parties.

Third party links

There are several places throughout appliedaccountancy.co.uk that may link to other websites that do not operate under appliedaccountancy.co.uk privacy practices. When you link to other websites, Applied Accountancy's privacy practices no longer apply. We encourage visitors to review each site's privacy policy before disclosing any personally identifiable information.

Data retention

Some of the information we receive is not retained. For example, we usually do not keep mailing addresses for white papers. Contact information about visitors (such as information generated through registration for access to areas on the site) will be kept as long as the information is required to completely service the contact request or until a user requests that we delete that information. Mailing list information and email are kept for only the period of time considered reasonable to facilitate the visitor's requests.

Choices

Personally identifiable information provided to Applied Accountancy through its website is provided voluntarily by visitors. Should visitors subsequently choose to unsubscribe from mailing lists, we will provide instructions on the appropriate website area or in communications to our visitors; or a visitor may contact the webmaster of the appropriate site

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Access

Each visitor has the right of access to personal data they have submitted through the websites to Applied Accountancy.

User updates of information should be handled by going back through the registration process. Inquiries about the accuracy of identifying information previously submitted to Applied Accountancy through its website, or requests to have outdated information removed, should be directed to: info@appliedaccountancy.co.uk. Applied Accountancy is committed to providing reasonable and practical access to visitors to allow them the opportunity to identify and correct any inaccuracies. When requested and practical, Applied Accountancy will delete identifying information from current operational systems.

When personally identifiable information is retained, Applied Accountancy assumes responsibility for keeping an accurate record of the information once a visitor has submitted and verified the data. Applied Accountancy does not assume responsibility for verifying the ongoing accuracy of the content of personal information. When practically possible, if Applied Accountancy is informed that any personal data collected through a website is no longer accurate, Applied Accountancy will make appropriate corrections based on the updated information provided by the authenticated visitor.

Security

Applied Accountancy has implemented generally accepted standards of technology and operational security in order to protect personally identifiable information from loss, misuse, alteration or destruction. All Applied Accountancy employees follow a security policy. Only authorised Applied Accountancy personnel are provided access to personally identifiable information and these employees have agreed to ensure confidentiality of this information.

Children

Applied Accountancy understands the importance of protecting children's privacy especially in an online environment. The Applied Accountancy site covered by this privacy statement is not intentionally designed for or directed at children 13 years of age or younger.

Modifications

Applied Accountancy reserves the right to modify or amend this Statement at any time. To keep visitors informed, Applied Accountancy will notify users of changes to our Privacy Statement by prominently identifying the alteration for a period of not less than two weeks on our page at appliedaccountancy.co.uk

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