



Privacy Notice

How Accountably Ltd looks after your personal information

Last updated: August 2026

Your information is held by Accountably Ltd. More information about our firm can be found at www.accountably.co.uk.

How we use your information

This privacy notice explains how we look after your personal information. This includes what you tell us about yourself, what we learn through having you as a client, and the choices you give us about any marketing you want us to send you.

It also explains your privacy rights and how data protection law protects you.

Our privacy promise

We promise:

- To keep your data safe and private.
- Not to sell your data.
- To give you ways to manage and review what we send you.
- To give you a clear way to raise a data protection complaint, acknowledge it within 30 days, investigate it appropriately and communicate the outcome without undue delay.

How the law protects you

Data protection law says that we can use personal information only if we have a proper reason to do so. This includes sharing it outside Accountably Ltd.

We must have one or more of the following reasons:

- To fulfil a contract we have with you.
- To comply with a legal duty.

- When it is in our legitimate interests.
- When you consent to it.

A legitimate interest is a business or commercial reason to use your information. Even then, it must not unfairly go against what is right and best for you. If we rely on a legitimate interest, we will explain what that interest is.

What we use your personal information for

- To manage our relationship with you or your business.
- To develop new ways to meet our clients' needs and grow our business.
- To develop and carry out marketing activities.
- To study how our clients use services from us and other organisations.
- To provide advice or guidance about our services.
- To produce accounts for your business.
- To produce tax returns for you or your business.
- To provide payroll services, business advice and bookkeeping services.

Our reasons

- Your consent.
- Fulfilling contracts.
- Our legitimate interests.
- Our legal duty.

Our legitimate interests

- Keeping our records up to date and identifying services that may interest you.
- Developing products and services.
- Defining types of clients for new products or services.
- Seeking your consent when we need it to contact you.
- Being efficient in how we fulfil our legal duties.

Where we collect personal information from

We may collect personal information about you or your business from the following sources.

Data you give to us

- When you ask for a quotation for our services.
- When you speak to us by telephone.
- When you use our website or online services.
- In emails, letters and other communications.

Data we collect when you use our services

We may collect personal information when you use services provided by Accountably Ltd.

Data from third parties we work with

- Companies or professional advisers that introduce you to us.
 - Social networks.
 - Fraud prevention agencies.
 - Government and law enforcement agencies.
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Who we share your personal information with

We may share your personal information with:

- HM Revenue & Customs, regulators and other authorities.
 - Parties connected with a service provided to you or your business.
 - Companies with which we have a joint venture or an agreement to co-operate.
 - Organisations that introduce you to us, or organisations to which we introduce you.
 - Companies or organisations you ask us to share your information with.
 - Suppliers and service providers that help us operate our business, where appropriate safeguards are in place.
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The information we use

The kinds of personal information we may use include:

- Your name and address.
 - Contact details, such as email addresses and phone numbers.
 - Financial, accounting and tax information.
 - Information you provide in connection with the services we deliver.
 - Data identifying computers or other devices used to connect to the internet, including an Internet Protocol (IP) address.
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Sending personal information outside the UK

Some organisations that provide services to us may be located outside the UK, or may store information outside the UK. Where this involves a restricted transfer of personal information, we will ensure that the transfer is permitted under UK data protection law.

Depending on the destination and recipient, this may include relying on UK adequacy regulations, approved contractual safeguards, the UK Extension to the EU-US Data Privacy Framework where applicable, or another lawful transfer mechanism. We will apply any additional safeguards that are required.

You can contact us if you would like further information about the safeguards used for international transfers.

Marketing

We may use your personal information to tell you about relevant services. This is what we mean when we refer to marketing.

The information we hold is made up of what you tell us, data we collect when you use our services, and information obtained from third parties with whom we work. We may use this to form a view about services that may be relevant to you.

We will only send marketing messages where we have your consent or a legitimate interest that does not unfairly go against your rights and interests.

You can ask us to stop sending marketing messages at any time. You will still receive invoices and other important information relating to your existing services.

We may ask you to confirm or update your choices if you take out new services, if the law or regulations change, or if the structure of our business changes. You can update your choices by contacting us.

How long we keep your personal information

We will keep your personal information for as long as you are a client of Accountably Ltd.

After you stop being a client, we may keep your information for up to 25 years where necessary to respond to questions or complaints, maintain records in accordance with rules that apply to us, or establish, exercise or defend legal claims.

We may keep information for longer where we cannot delete it for legal, regulatory or technical reasons. We may also retain anonymised information for research or statistical purposes. Where we do so, we will protect your privacy and use the information only for those purposes.

Your data protection rights

Depending on the circumstances, you may have the right to:

- Ask for a copy of the personal information we hold about you.
- Ask us to correct information you believe is inaccurate or complete information you believe is incomplete.
- Ask us to erase your personal information in certain circumstances.
- Ask us to restrict the use of your personal information in certain circumstances.
- Object to certain uses of your personal information.
- Ask for certain information to be transferred to you or another organisation where the right to data portability applies.
- Withdraw your consent at any time where we rely on consent.

These rights are not absolute and legal or regulatory reasons may require us to continue holding or using certain information. If we cannot comply with a request, we will explain why.

How to obtain a copy of your information or exercise your rights

Please contact us if you want to access your personal information, correct it, object to its use, ask us to erase or restrict it, request data portability, or withdraw your consent.

You can write to us at:

Accountably Ltd
1st Floor, Unit 12 Compass Point
Ensign Way
Hamble
Hampshire
SO31 4RA

If withdrawing consent means that we are unable to provide a particular service, we will tell you.

How to complain

Please let us know if you are unhappy with how we have used your personal information. You can write to us at the address above.

You also have the right to complain to the Information Commissioner's Office. Information about how to report a concern can be found at ico.org.uk/make-a-complaint/.