

'GDPR'

PRIVACY NOTICE



McParland Williams Ltd are committed to protecting and respecting your privacy.

This document (the "**Privacy Policy**") explains our policy regarding any information you might supply to us. Our main objective is to protect your information.

The '**Data Controller**' (for the purposes of the Data Protection Act 1998 (the "Act")) of any personal information that you provide to us will be McParland Williams Ltd.

Where you provide personal information to McParland Williams Ltd via a 3rd party the 'Data Controller' of such information will be the company to whom you provided it to.

This Privacy Policy uses some words with special meanings. These words identified in bold. If you want to know what any words with special meanings mean, simply scroll back till you find the word in bold, where you will also find the relevant explanation.

Who are we?

We are a firm of Accountants and Tax Practitioners.

What Information Do We Collect?

The information we collect falls into the following categories (together, the "**Information**"):

- a) Personal information that you provide to us, such as your name, addresses, telephone number, date of birth, email addresses, banking details ("**Personal Information**"), which we use in accordance with this Privacy Policy.
- b) Website Use Information – our Website utilises a standard technology called "cookies" and web server logs to collect information about how our Website is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed and the time spent at the Website ("**Website Use Information**").

If you would like further details in respect of the information we collect and hold about you, please contact our Data Protection Officer.

When you engage in certain activities on the website you may be asked to provide certain information about yourself by filling out and submitting a form. It is completely up to you whether you engage in these activities. If you choose to engage in these activities, however, we may require you to provide us with Information.

We may supplement the Information that you provide to us with other information that we obtain from our dealings with you or which we receive from other organisations, for example, our associated companies or commercial partners.

'GDPR'

PRIVACY NOTICE



Consent

By instructing us to act on your behalf you give your consent to us collecting and using your Information in accordance with the terms of this Privacy Policy, unless you expressly state that such consent is not given. When you submit Information to us you understand and agree that we may record, transfer, store, and process your Information in any of the countries in which we and our subsidiaries or affiliates maintain offices, including without limitation, the United Kingdom.

If you do not agree to these terms then we may be unable to provide some, if not all, of the services that you have instructed us to carry out on your behalf.

Security

We take the security of your Information very seriously and we have a committed security policy. We implement a number of security measures to ensure the safety of any Information in our possession or control. All of your personal and business information is contained on a secure server, which is accessible only by a limited number of employees who have limited access rights to such information.

We have security procedures in place to protect our customer database from loss and misuse, and only allow access to it when absolutely necessary, and then under strict guidelines as to what use may be made of the Information contained within it.

How Will We Use Your Information?

We collect your Information to provide you with the services that you have instructed us to carry out on your behalf.

We may also use your Information:

- as part of our effort to keep our clients informed about important regulation updates and services that we can offer to you, we will use your details so that you receive our monthly 'newsletters' ('legitimate interest' regulations within the GDPR) as these emails do provide you with important updates throughout the year. You can choose to 'opt out' from receiving these newsletters at any time by following the links provided on the email. Third parties who are not clients of this firm may also sign up to receive the newsletter but they must actively 'opt in' via our website to receive such communications;
- for record keeping purposes;
- to improve the quality of our services;
- for market research;
- to measure and improve activity on our Website; and
- to understand your preferences so that we can improve the products or services we offer.

'GDPR'

PRIVACY NOTICE



We also share and provide your Information to other organisations whose services we need to use to provide our services to you, such as, but not exclusive to, HMRC, Companies House, The Pension Regulator, your Workplace Pension provider. We may also share your Information with our holding companies, subsidiaries or associated companies in which we have an interest including, without limitation, any of our joint venture organisations.

We may also share your Information to other carefully selected partner organisations (“partners”) with whom we have a business relationship, such as:

- financial services partners;
- credit control and/or debt collection agencies;
- any other party in order for you/us to comply with your/our legal obligations or a court order.

We, or any our associated companies, may keep you informed of services, events and special offers made available by that organisation. In all cases, we will take care to ensure that these organisations only process your Information in accordance with this Privacy Policy, your preferences and the law.

For a list of our associated companies, please contact our Data Protection Officer. If you do not wish the Information you provide to us to be shared with other associated companies, please indicate this preference when you provide the Information to us. Alternatively please contact our Data Protection Officer.

In the event of the sale of the business, or the integration of the business with another party, we may disclose your details to advisers or prospective purchasers' advisers.

We may also disclose your Information to third parties if we are required to enforce or apply our terms and conditions and other agreements, or to protect our rights, our staff, our property or those of our clients or others. This includes exchanging information with other companies and organisations for fraud protection and credit risk reduction.

Any electronic communications with you containing any personal information can be password-protected to prevent unauthorised access to it. We recommend that you do not divulge your password to anyone.

Once you cease to be a client of this firm we will securely delete any information, or destroy accounting records relating to you, once the statutory legal deadline for us keeping such information on your behalf has passed.

You may also be able to request that we destroy all information that we hold before the statutory legal deadline via your ‘rights to be forgotten’. Under these circumstances we will not be held responsible for any losses subsequently incurred by you for destroying such information.

'GDPR'

PRIVACY NOTICE



Changes to this Privacy Policy

We aim to meet high standards and our policies and procedures are, therefore, constantly under review. From time to time we may change our security and privacy policies. Accordingly we recommend that you check this page periodically, or request a copy of the current Privacy Policy from our Data Protection Officer, in order to keep up to date.

Updating and Correcting Information

You may correct the Information we hold about you by changing your profile preferences online or by contacting the Data Protection Officer. Please include your name, address, and/or email address when you contact us. We would encourage you to contact us promptly to update your Information if there are any changes.

Your Rights

You have the right to see details of the information that we hold about you but we do reserve the right to charge a fee for providing this information.

You can ask us to make any necessary changes to your Personal Information to ensure it is accurate and up-to-date.

In certain circumstances you may have the 'right to be forgotten'. This means that you can ask us to delete all information that we hold about you.

You can 'opt out' at any time to stop us contacting you via certain forms of communication. You can do this by either following the 'opt out' options on email communications or by writing to us.

How to Contact Us

If you would like any further information or have any comments about our use of your Information, our Privacy Policy or any aspect of our services, please contact our Data Protection Officer at our Registered Office address.



M^CPARLAND WILLIAMS

Accountants and Tax Practitioners

Visit our website: www.mcparlandwilliams.co.uk
Tel: 0151 531 0303 Email: enquiries@mcparlandwilliams.co.uk
13 Liverpool Road North, Maghull, Merseyside, L31 2HB