

DATA PROTECTION POLICY

1. Overview of this policy

At ELA Accountancy, we are committed to protecting the security and confidentiality of your personal information. As part of our business operations and in managing our relationship with you, it is necessary for us to collect and use certain data about you.

Safeguarding the personal information, you provide is a top priority for us, and we want you to feel assured that your data is handled with care and stored securely. Please take a moment to read the following to understand how we collect, use, and protect your personal data.

2. About Us

ELA Accountancy is the trading name of Elena Popescu (“the Practice”, “we”, “us”, or “our” in this data protection policy) an accountancy and tax advisory practice. Our office is located at 8 St. Joseph’s Close, Kettering, Northamptonshire, NN15 5DY.

For the purpose of the Data Protection Legislation and this policy, we are the ‘data controller’.

3. Purpose

This Data Protection Policy sets out how ELA Accountancy ensures that personal data is collected, stored, processed, and disposed of in a way that upholds the rights and freedoms of data subjects, and complies with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other relevant legislation.

4. How We Collect Your Personal Data

We collect personal information about you in various ways, including:

- When you reach out to us via email, phone, social media, or post (for example, to ask about our services).
- When you request a quote for our services.
- When you or your employer engages us for services, or during the provision of those services.
- From third parties or publicly accessible resources, such as your employer or official records like Companies House and HMRC.

5. Types of Information We Collect

The types of personal information we may collect include:

- Initial Inquiry: Full name, phone numbers, email addresses, business name, business type, income.
- Technical data: This refers to information such as your internet protocol (IP) address, your login data, browser type and version, time zone and location settings, browser plug-in types and versions, operating system, platform, and other technological details related to the devices you use to access our website.
- Client Information: Full name, date of birth, place of birth, title, nationality, marital status, address, phone numbers, email addresses, UTR number, national insurance number, passport number, driving licence number, tax codes, bank details, VAT registration number, Companies House authentication code, other government issued identification numbers, business ownership details, sanction and watch list data, details of any other business involvement including shareholding, communication records, details of any services you have received from us, information about any complaints
- Information from Third Parties: We may also collect the above data from employers, previous accountants, or publicly available information.

6. How We Use Your Personal Data

We may process your data for several purposes, including:

- Fulfilling our contractual obligations with you or your employer (most commonly in connection with providing our services).
- Complying with our legal obligations.
- Advancing our legitimate interests, such as business development, marketing, or statistical analysis, provided these do not infringe on your rights.
- We may process your personal data as part of fulfilling our contractual obligations to our clients. This can include handling your personal information if you are an employee, subcontractor, supplier, or customer of one of our clients.
- For marketing purposes, with your consent. You can withdraw consent at any time.
- Notify you about any changes to our services.

In certain situations, we may anonymise or pseudonymise your personal data so that it can no longer be linked to you. In such cases, we may use this data without further notice. If you choose not to provide specific information when requested, we may be unable to fulfil the contract we have with you. Additionally, it may prevent us from meeting certain legal or regulatory requirements. There may be instances where we process your personal data without your knowledge or consent, but only where it is legally permitted or required, and always in line with this privacy notice.

We would also like to keep you informed about our services, as well as updates to our website and social media channels. If you prefer not to receive marketing communications from us, you can request to opt out at any time by writing to us at: hello@elaaccountancy.co.uk or by calling 07743 374 473.

7. Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected.

When determining the appropriate retention period, we consider the following factors:

- The operational needs of our business and the services we provide
- The original purpose for collecting the data
- The lawful basis for processing your data
- Any statutory and legal obligations
- The nature and sensitivity of the data collected
- The volume and categories of personal data involved
- Whether those purposes could be achieved through other means

8. Cookies

Our website uses cookies, which are small text files stored on your computer that contain data. These cookies help improve the functionality and user experience of the site. If you want the website to remember your preferences for future visits on the same device, cookies must be enabled in your browser.

You can adjust your browser settings to block all cookies, allow only certain ones, or receive alerts when cookies are being used. For more details on cookies and how to manage them, please visit the IAB website at www.allaboutcookies.org.

Please note that disabling or refusing cookies may impact the performance and accessibility of certain parts of our website.

8. Change of purpose

If we need to use your personal data for a purpose other than the one for which it was originally collected, we will ensure that the new use is compatible with the original purpose.

If we intend to use your personal data for a different purpose that is not compatible, we will inform you in advance and explain the legal basis that permits us to carry out the new processing.

9. Data Sharing

We may share your personal data with third parties under certain circumstances, such as:

- Legal obligations or regulatory requirements when sharing is necessary to administer our relationship with you or where we have another legitimate interest in doing so.

Third parties include providers like IT support, cloud services, online accounting software and marketing partners, who are required to take commercially reasonable and appropriate security measures to protect your personal data.

We may also share data in the event of a business sale or restructure, or to comply with legal requirements.

We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions

7. International transfers

We do not transfer your personal data outside the UK.

8. Data Security

We have implemented appropriate security measures to protect your personal data from unauthorized access, loss, or misuse. Only authorized personnel or third-party providers with a legitimate need have access to your data. In the event of a data breach, we will notify you and the relevant regulatory authorities as required.

9. Your Rights Regarding Your Personal Data

You have several rights under data protection law, including the right to:

- Access your personal data.
- Correct any inaccurate or incomplete information.
- Request erasure of your personal data, where applicable.

- Object to processing or request restrictions on how we process your data.
- Request a transfer of your personal data.

If your personal data changes, please inform us so we can keep our records up to date.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances

10. Right to Withdraw Consent

If you have given your consent for us to process your personal data for specific purposes (e.g., marketing), you have the right to withdraw your consent at any time. Once we receive your withdrawal request, we will stop processing your data for that purpose unless we have a legal reason to continue.

11. Changes to This Policy

Any future updates to this privacy notice will be posted on our website at www.elaaccountancy.co.uk. The last update to this notice was made on 28 September 2025.

12. Contact Us

If you have any questions about this notice or how we process your personal data, please contact us at hello@elaaccountancy.co.uk or by calling 07743 374 473.

You also have the right to file a complaint with the Information Commissioner's Office (ICO), the UK's data protection authority. You can reach the ICO at www.ico.org.uk.