

Privacy Notice



Your Personal Data – what is it?

Personal Data relates to a living individual who can be identified from that data. Identification can be by the information alone or in conjunction with any other information in the Data Controller's possession or likely to come into such possession. The processing of Personal Data is governed by the General Data Protection Regulation 2016/679.

Who are 'we'?

The ION Chartered Accountants is the Data Controller ("we", "us"). This means they decide how your Personal Data is processed and for what purposes.

How do we process your Personal Data?

We comply with our obligations under the GDPR by keeping Personal Data up to date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data; by protecting Personal Data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect Personal Data.

We use your Personal Data for the following purposes:

- ✓ Deliver services and meet legal responsibilities.
- ✓ Verify identity where this is required.
- ✓ Communication by post, email or telephone.
- ✓ Understand needs and how they may be met.
- ✓ Maintain records.
- ✓ Process financial transactions.

Sharing your Personal Data

Your Personal Data will be treated as strictly confidential, and will be shared only with ION Chartered Accountants, third-party data storage providers and legal or regulatory authorities if obliged to do so.

We keep your Personal Data for no longer than reasonably necessary and we only retain your data for servicing the accounting services provided where agreed and in case of any legal claims and for regulatory purposes.

Your rights and your Personal Data

Access to your information – You have the right to request a copy of the personal information about you that we hold.

Correcting your information – We want to make sure that your personal information is accurate, complete and up to date and you may ask us to correct any personal information about you that you believe does not meet these standards.

Deletion of your information – You have the right to ask us to delete personal information about you where:

- ✓ You consider that we no longer require the information for the purposes for which it was obtained.
- ✓ We are using that information with your consent and you have withdrawn your consent – see *Withdrawing consent to using your information* below.

- ✓ You have validly objected to our use of your personal information – see *Objecting to how we may use your information* below.
- ✓ Our use of your personal information is contrary to law or our other legal obligations.

Objecting to how we may use your information – You have the right at any time to require us to stop using your personal information for direct marketing purposes. In addition, where we use your personal information to perform tasks carried out in the public interest then, if you ask us to, we will stop using that personal information unless there are overriding legitimate grounds to continue.

Restricting how we may use your information – In some cases, you may ask us to restrict how we use your personal information. This right might apply, for example, where we are checking the accuracy of personal information about you that we hold or assessing the validity of any objection you have made to our use of your information. The right might also apply where this is no longer a basis for using your personal information but you don't want us to delete the data. Where this right to validly exercised, we may only use the relevant personal information with your consent, for legal claims or where there are other public interest grounds to do so.

Automated processing – If we use your personal information on an automated basis to make decisions which significantly affect you, you have the right to ask that the decision be reviewed by an individual to whom you may make representations and contest the decision. This right only applies where we use your information with your consent or as part of a contractual relationship with you.

Withdrawing consent using your information – Where we use your personal information with your consent you may withdraw that consent at any time and we will stop using your personal information for the purpose(s) for which consent was given.

Please contact us in any of the ways set out in the *Contact information and further advice* section if you wish to exercise any of these rights.

[Changes to our privacy statement](#)

We keep this privacy statement under regular review and will place any updates on this website. Paper copies of the privacy statement may also be obtained by sending an email to office@ionaccountancy.com.

This privacy statement was last updated on 15th March 2020.

[Further processing](#)

If we wish to use your Personal Data for a new purpose, not covered by this Data Protection Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

[Contact Details](#)

ION Chartered Accountants, 85 Great Portland Street, First Floor, London W1W 7LT.
office@ionaccountancy.com

You can contact the Information Commissioners Office on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF.