



Website Privacy Policy

Last updated: 03/12/2025

This Privacy Policy explains how **Simplex Accounting Limited** (“we”, “us”, or “our”) collects, uses and protects your personal information when you use our website.

Company Name: Simplex Accounting Limited

Company Number: 14210166

Registered Address: 5 Brayford Square, London, England, E1 0SG

Email: enquiries@simplex-accounting.co.uk

We are committed to safeguarding your personal data and complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

1. Information we collect through this website

We collect personal information that you provide directly, as well as data collected automatically when you use our website.

1.1 Information you provide directly

This includes:

- Your name, email address and message when you complete a contact form
- Details you provide when booking a call or meeting through Calendly
- Your email address when you sign up to receive updates or newsletters via HubSpot

1.2 Information collected automatically

When you browse our website, we may collect:

- IP address and approximate location
- Pages visited, links clicked and time spent on each page
- Browser type, device type and operating system
- Cookie data and tracking information through Google Analytics

This helps us understand website activity and improve our services.



2. How we use your information

We use the information we collect to:

- Respond to your enquiries
- Arrange appointments or consultations
- Send you updates or newsletters you have opted into
- Improve website performance, user experience and functionality
- Maintain website security and prevent misuse
- Monitor analytics to understand traffic and improve our site

We do not sell your personal data.

3. Legal bases for processing your data

Under UK GDPR, we process personal data on the following lawful bases:

- **Consent** – for newsletter signups, optional cookies and marketing communications
- **Contract** – when responding to enquiries or arranging a meeting before entering into a contract
- **Legitimate interests** – to analyse website usage, maintain security and improve services
- **Legal obligations** – where required by law or regulation

4. Who we share your information with

We only share your data when necessary to operate our website and deliver our services. This includes:

- **Google Analytics** for website performance monitoring
- **Calendly** for appointment scheduling
- **HubSpot** for managing enquiries and email communications
- Website hosting and IT support providers
- Professional advisers if required
- Regulators or authorities where legally required

All providers must comply with UK GDPR and protect your data.



5. International data transfers

Some of the service providers we use, such as **Google Analytics**, **Calendly** and **HubSpot**, may process or store data outside the UK.

Where this happens, we ensure appropriate safeguards are in place, including:

- Standard contractual clauses approved for international data transfers
- Provider-level certifications
- Additional measures where required to protect your data

You can contact us if you would like more information about these safeguards.

6. Data security

We take data security seriously and have put appropriate measures in place to protect your information, including:

- Limiting access to personal data to staff who need it
- Using secure systems, passwords and access controls
- Ensuring third parties follow UK GDPR security requirements
- Procedures to respond to any suspected personal data breach

If we are legally required to notify you or the ICO of a breach, we will do so.

7. How long we keep your data

We keep personal data only for as long as necessary to:

- Respond to your messages or enquiries
- Provide any services you have requested
- Meet legal, regulatory or accounting requirements
- Maintain accurate business records

Analytics data may be kept for up to 26 months unless you request otherwise.



8. Your rights under UK GDPR

You have the right to:

- Request access to your personal data
- Ask us to correct inaccurate information
- Request deletion of your data
- Withdraw consent at any time
- Object to processing in certain circumstances
- Request restriction of processing
- Request data portability
- Make a complaint to the Information Commissioner's Office (ICO)

Identity verification

Before responding to certain requests, we may need to verify your identity to ensure your data is kept secure.

To exercise your rights, email us at enquiries@simplex-accounting.co.uk.

ICO website: <https://www.ico.org.uk>

9. Links to other websites

Our website may include links to third-party websites. We are not responsible for their content or privacy policies. You should check their policies before providing any personal information.

10. Children's data

Our website is not intended for children, and we do not knowingly collect personal data from anyone under 16.

11. Updates to this privacy policy

We may update this Privacy Policy from time to time. Any changes will be published on this page with an updated "last updated" date.

