

Privacy & Cookie Policy

BACKGROUND:

Park Accounts understands that your privacy is important to you and that you care about how your personal data is used. **We** respect and value the privacy of everyone who visits this website, www.parkaccounts.com ("**Our Site**") and will only collect and use personal data in ways that are described here, and in a way that is consistent with **Our** obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of **Our Site**. If you do not accept and agree with this Privacy Policy, you must stop using **Our Site** immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

"Account"	means an account required to access and/or use certain areas and features of Our Site ;
"Cookie"	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site . Details of the Cookies used by Our Site are set out in Part 14, below; and
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;

2. Information About Us

Our Site is owned and operated by Park Accounts, a limited company registered in England under company number 02566382.

Registered address: Park Accounts, 1 Approach Road, Raynes Park, London, SW20 8BA.

Address: Park Accounts, 1 Approach Road, Raynes Park, London, SW20 8BA.

Data Protection Officer: Ahsan Ali.

Email address: info@parkaccounts.com.

Telephone number: 0208 542 7007.

Postal Address: Park Accounts, 1 Approach Road, Raynes Park, London,

SW20 8BA.

3. What Does This Policy Cover?

This Privacy Policy applies only to your use of **Our Site**. **Our Site** may contain links to other websites. Please note that **We** have no control over how your data is collected, stored, or used by other websites and **We** advise you to check the privacy policies of any such websites before providing any data to them.

4. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

5. What Are My Rights?

Under the GDPR, you have the following rights, which **We** will always work to uphold:

- a) The right to be informed about **Our** collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact **Us** to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data **We** hold about you. Part 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by **Us** is inaccurate or incomplete. Please contact **Us** using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask **Us** to delete or otherwise dispose of any of your personal data that **We** have. Please contact **Us** using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to **Us** using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to **Us** directly, **We** are using it with your consent or for the

performance of a contract, and that data is processed using automated means, you can ask **Us** for a copy of that personal data to re-use with another service or business in many cases.

- h) Rights relating to automated decision-making and profiling. **We** do not use your personal data in this way.

For more information about **Our** use of your personal data or exercising your rights as outlined above, please contact **Us** using the details provided in Part 15.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about **Our** use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

6. What Data Do We Collect?

Depending upon your use of **Our** Site, **We** may collect some or all of the following personal and non-personal data (please also see Part 14 on **Our** use of Cookies and similar technologies:

- Name;
- Gender;
- Email address;
- Telephone number;
- Web browser type and version;
- Operating system;
- A list of URLs starting with a referring site and your activity on **Our** Site;
- Information on how we can help;

7. How Do You Use My Personal Data?

Under the GDPR, **We** must always have a lawful basis for using personal data. This may be because the data is necessary for **Our** performance of a contract with you, because you have consented to **Our** use of your personal data, or because it is in **Our** legitimate business interests to use it. Your personal data may be used for [one of] the following purposes:

- Supplying **Our** services to you. Your personal details are required in order for **Us** to enter into a contract with you.
- Communicating with you. This may include responding to emails or calls from you.
- Analysing your use of **Our** Site to enable **Us** to continually improve **Our**

Site and your user experience.

Third Parties (including Add This) whose content appears on **Our** Site may use third-party Cookies, as detailed below in Part 14. Please refer to Part 14 for more information on controlling cookies. Please note that **We** do not control the activities of such third parties, nor the data that they collect and use themselves, and **We** advise you to check the privacy policies of any such third parties.

8. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- We will keep your correspondence through email for as long as is needed for us to start or continue business with you;

9. **How and Where Do You Store or Transfer My Personal Data?**

We may store or transfer some or all of your personal data in countries that are not part of the European Economic Area (the “EEA” consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as “third countries” and may not have data protection laws that are as strong as those in the UK and/or the EEA. This means that **We** will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR as follows.

We will only transfer your personal data to countries that the European Commission has deemed to provide an adequate level of personal data protection. More information is available from the [European Commission](#).

Please contact **Us** using the details below in Part 15 for further information about the particular data protection mechanism used by **Us** when transferring your personal data to a third country.

The security of your personal data is essential to **Us**, and to protect your data, **We** take a number of important measures, including the following:

- We use Microsoft Office365 to store your emails, they are securely stored on Microsoft servers (see <https://www.microsoft.com/en-us/TrustCenter/CloudServices/office365/GDPR> for more details on how Microsoft Office protects your data).

10. **Do You Share My Personal Data?**

If any of your personal data is required by a third party, **We** will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, **Our** obligations, and the third party’s obligations under the

law, as described above in Part 9.

If any personal data is transferred outside of the EEA, **We** will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR, as explained above in Part 9.

In some limited circumstances, **We** may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

11. How Can I Control My Personal Data?

1. In addition to your rights under the GDPR, set out in Part 5, when you submit personal data via **Our** Site, you may be given options to restrict **Our** use of your personal data. In particular, **We** aim to give you strong controls on **Our** use of your data for direct marketing purposes.

12. Can I Withhold Information?

You may access certain areas of **Our** Site without providing any personal data at all.

You may restrict **Our** use of Cookies. For more information, see Part 14.

13. How Can I Access My Personal Data?

If you want to know what personal data **We** have about you, you can ask **Us** for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 15.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover **Our** administrative costs in responding.

We will respond to your subject access request within (less than one month) and, in any case, not more than one month of receiving it. Normally, **We** aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date **We** receive your request. You will be kept fully informed of **Our** progress.

14. How Do You Use Cookies?

Our Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by **Us** and are used only by **Us**. **We** use Cookies to facilitate and improve your experience of **Our** Site and to provide and improve **Our** services. **We** have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

By using **Our** Site, you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than **Us**. Third-party Cookies are used on **Our** Site for the ability to improve the service we offer on our website. For more details, please refer to the table below. These Cookies are not integral to the functioning of **Our** Site and your use and experience of **Our** Site will not be impaired by refusing consent to them.

All Cookies used by and on **Our** Site are used in accordance with current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling **Us** to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of **Our** Site may not function fully or as intended.

Certain features of **Our** Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are shown in the table below. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed below, but please be aware that **Our** Site may not work properly if you do so. **We** have taken great care to ensure that your privacy is not at risk by allowing them.

The following first-party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Strictly Necessary
DYNSRV	This cookie is added by our load balancer to track which web server to send the visitor to. Its purpose is to improve the performance of the website.	Yes

and the following third-party Cookies may be placed on your computer or device:

Name of Cookie	Provider	Purpose
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__atuvc	AddThis	It stores an updated page share count.
__atuvs	AddThis	These cookies are persistent cookies that are created and read by the AddThis social sharing site in order to make sure you see the updated count if you share a page and return to it before our share count cache is updated.
__cfduid	Cloudflare	This is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis.
lidc	LinkedIn	Used for routing
loc	AddThis	Geolocation, which is used to help providers determine how users who share information with each other are geographically located (state level).
mus	AddThis	Unclassified
ouid	AddThis	Unclassified
uid	AddThis	Creates a unique, machine-generated user ID. AddThis, which is owned by Clearspring Technologies, uses the user ID to make it possible for the user to share content across social networks and provide detailed statistics to various providers.
uvc	AddThis	Detects how often the social sharing service, AddThis, encounters the same user.

Our Site uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling **Us** to better understand how **Our** Site is used. This, in turn, enables **Us** to improve **Our** Site and the services offered through it.

The analytics service(s) used by **Our** Site use(s) Cookies to gather the required information. You do not have to allow **Us** to use these Cookies, however whilst **Our** use of them does not pose any risk to your privacy or your safe use of **Our** Site, it does enable **Us** to continually improve **Our** Site, making it a better and more useful experience for you.

The analytics service(s) used by **Our** Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
_ga	Third Party	Google	Used to distinguish users.
_gat	Third Party	Google	Used to throttle request rate.
_gid	Third Party	Google	Used to distinguish users.

In addition to the controls that **We** provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

15. How Do I Contact You?

To contact **Us** about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: info@parkaccounts.com.

Telephone number: 0208 542 7007.

Postal Address: Park Accounts, 1 Approach Road, Raynes Park, London, SW20 8BA.

16. Changes to this Privacy Policy

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if **We** change **Our** business in a way that affects personal data protection.

Any changes will be immediately posted on **Our** Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of **Our** Site following the alterations. **We** recommend that you check this page regularly to keep up-to-date.

