

Privacy Statement

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Overview

Hey's Business Services Ltd ("**HBSL**", "we", "us") respects the privacy and legal rights of the individuals and organisations we deal with.

This Notice provides information about how we collect and use data from visitors to our website and the persons and organisations we deal with when providing services and administering our business. It should be read in conjunction with our website and terms of engagement.

This Notice (together with our **Website Terms & Conditions** ("**Website Terms**") and any other documents referred to in it) explains how we make use of personal data we collect from or about you or which you provide to us.

Using our website will include the processing of your data as set out in this notice where you [Contact us](#) with us via our website. If you or your organisation is one of our clients, further information will be found in our engagement letter.

Who we are

For the purpose of the Data Protection Act 1998 ("**DPA**") and the General Data Protection Regulation (Regulation (EU) 2016/679) ("**the GDPR**"), the data controller in respect of any personal data controlled by the firm is Hey's Business Services Ltd. HBSL is a limited company under the laws of England and Wales, registered under number **03486324**. Our registered address is Unit 7A Cartwright Court, Bradley Business Park, Huddersfield, West Yorkshire, England, HD2 1GN.

Personal data you give us

When we use the term "Personal data" in this Notice, we mean information about living individuals which, alone or in conjunction with other information held by us, is capable of identifying them. The DPA and the GDPR regulate our use of your personal data.

We may obtain personal data from you when you contact us, including when you call us, get in touch with us via our website or when you or your organisation corresponds with us using any means of communication. This includes personal data you provide to us when you:

- Contact us with a question or enquiry;
- Contact us or authorise us to act on your behalf with regards to a third party e.g. when dealing with a character reference request from a Lettings agent or Mortgage company;
- Attend events or provide our staff with business cards or contact details;
- Make a complaint; or

Privacy Statement

- Deal with us in order to provide us with goods or services.

We may also collect and retain personal data:

- Obtained from third parties, who may include our clients, professional regulators, public bodies, and other entities, including credit reference agencies and providers of analysis, screening and database services who have a right to disclose this information to us; and
- Relating to whether our contacts read electronic correspondence from us or click on links we send them.

We can use any personal data we obtain for a number of purposes, as set out below.

- To provide you or your organisation or our clients with information or services (we will keep this until you tell us to remove your personal data from our records for these purposes, or until we have reason to believe that you may no longer have any need for this information and our services) and to improve and to tailor how we provide those services and that information;
- To perform a contract with the person about whom we hold data (we will keep your data for so long as is necessary for the contract and then as required for legal and compliance purposes);
- To deal with enquiries or requests or to contact people on behalf of our clients (we'll keep your data for so long as is necessary to deal with the enquiry or request);
- To comply with the law – for example, when performing background or money laundering checks (we'll keep your data for so long as is necessary to document our compliance with the law and our regulator's requirements);
- To assess the credit-worthiness of a person or organisation we're considering doing business with (we'll keep your data until we make a decision about doing business with them);
- To promote the services, we provide and obtain new business (we'll keep your data unless you ask us to remove it from our records or we decide you're not likely to be interested in our services);
- In any other way which we consider necessary and appropriate in order to conduct our business as a small family run business specialising in accountancy, bookkeeping, VAT, PAYE and tax enquiries.
- We will not retain personal data for longer than is necessary for the purpose or purposes for which we use it and we also explain below generally how long we will retain personal data for a given purpose. If you or your organisation are a client of MSHB, our engagement letter has further information about our file retention policy.

Personal data we may obtain from our website about web visitors

We may automatically collect the following information, which may or may not be personal data, on anyone visiting the website:

- IP addresses (static or dynamic) and other technical information relating to the virtual or physical location of a visitor and their means of access, including browser information, time zone settings and hardware information;

Privacy Statement

- How visitors use the website, including dates and times and any details of how and for what duration particular resources are viewed or used; and

We will use this data to:

- run our website and ensure it works properly;
- improve how we present the information on it and make browsing easier and more productive;
- maintain the site's security and that of our visitors

Cookies

An HTTP cookie is a piece of data sent on behalf of a website (such as **HBSL's** website) and stored on the user's computer by the user's web browser while the user is browsing

We may use internal resources or third-party analysis services which use cookies to collect information on site usage and behaviour patterns. We do this to find out things such as the number of visitors to the various parts of our website and improve it. We may also share website usage data with service providers for benchmarking and site rating purposes.

We don't use cookies in a way which allows MSHB to identify site users.

You can block cookies via your web browser and can screen out certain cookies using browser add-ons or other software. This may prevent you from accessing all of our website.

How we share your data with other people and organisations

We may provide access to your personal data to our employees, contractors and agents and to our clients and their employees, contractors and agents.

Where we supply personal data to our own employees, contractors and agents, this will be for the performance of their duties or contractual responsibilities to us and to be used only in a manner which isn't incompatible with the purposes for which we obtained it.

Where we supply other people and organisations with personal data for purposes other than their processing this data for us according to our instructions, we will consider (where allowed by law or our duties to the courts and our clients) the security and privacy of that data in the hands of the recipient. However, we won't be responsible for the security and privacy of data held by third parties where we don't control their policies and practices. We may share personal data with other people and organisations for these reasons:

- providing you or others with accountancy services or information
- to enforce and protect our own legal rights or those of our clients and other persons (including by supplying information to our insurers);
- if we're required to by law or by our professional regulators;
- maintaining and improving our website, including the use of web analytics and search engine optimisation;
- to get our clients' feedback on our work; or
- to market and promote our services.

Privacy Statement

Where we share data for the above reasons, we do not transfer it to countries or territories outside the European Economic Area (EEA).

Your Rights to Object to Direct Marketing

Like other businesses, we will sometimes use your personal data to provide you with information about the services we offer, developments in the law which might affect you and other topics we think might interest our clients and business contacts. If you ask us to provide legal services to you, the terms of business and engagement letter we provide you will have additional information about how we can use your personal data.

We appreciate that you may decide that you don't want us to use your personal data in this way and we will respect that choice. We also have a legal obligation under the DPA and GDPR to stop sending you marketing communications if you object, so if you don't want us to use your personal data in this way, just let us know. We suggest sending an e-mail to us at info@theheygroup.co.uk or writing to us care of:

The Data Protection Officer
Hey's Business Services Ltd
7a Cartwright Court, Bradley Business Park
Huddersfield, West Yorkshire
England
HD2 1GN.

We'll give you the opportunity to opt out of future marketing whenever we send you marketing material.

Your Rights in the Personal Data, we Process

Under the DPA, you have the following rights in relation to your own personal data:

- to prevent us using your data for direct marketing;
- to have (in certain circumstances) inaccurate personal data corrected, blocked or destroyed;
- to access a copy of the information comprised in your personal data that is undergoing processing ("subject access rights");
- to object to automated decisions (PDT do not, however, use automated decision making);
- to obtain compensation through legal proceedings for damage caused by a breach of the DPA; and
- a right to object to processing that is likely to cause or is causing damage or distress.

If you want to (1) tell us to stop using your data for direct marketing; (2) exercise your subject access rights; (3) tell us about inaccurate personal data you think we hold on you; or (4) object to a use you believe we're making of your data which is causing, or is likely to cause, damage or distress, please contact PDT's Data Protection Officer (as per the contact details above).

We will not charge you to exercise your subject access rights, but may make charge a reasonable fee reflecting our administrative costs should you request further copies of the personal data. When you contact us to exercise any of the above rights, we will first ensure

Privacy Statement

that the person requesting the data is the person whose data is being sought (or that it is being requested on that person's behalf). This may involve providing us with proof of your identity or your authority to act for the data subject. We can also ask you for any information we need to help us find the personal data you're enquiring about.

We will also provide you with the following information relating to your personal data:

- the purpose for which we're processing it;
- what categories of data about you we process;
- the recipients of your data, if any, including specifically international or foreign organisations;
- our expected retention period or how we'll calculate this, if we don't know yet;
- your rights in relation to the data; and
- the source of the data, if we didn't get it from you.