



DBM ACCOUNTANCY LTD Privacy Policy

1. Introduction

We ("the Company," "we," "us," or "our") are committed to protecting your privacy and handling your personal data responsibly. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal data when you use our website, mobile application, or any related services (collectively, the "Service").

This Policy is designed to comply with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and, where relevant, the EU General Data Protection Regulation (GDPR).

We are the data controller responsible for your personal data. Our contact details are provided in Section 13.

2. Data We Collect

We may collect the following categories of personal data:

a. Information you provide directly:

- Account information (e.g., name, email address, username, password)
- Profile information (e.g., profile picture, bio, preferences)
- Communications (e.g., messages, support requests)
- Payment information (processed via secure third-party providers; we do not store full card details)

b. Information collected automatically:

- Usage data (e.g., IP address, browser type, device information, pages visited, time spent)
- Cookies and similar technologies (see our Cookie Policy below)
- Log data (e.g., access times, referring URLs)

c. Information from third parties:

- Data from social media or authentication providers if you log in via those services
- Publicly available information (where legally permitted)

We do not intentionally collect special category (sensitive) personal data unless you explicitly provide it and we have a lawful basis to process it.

3. How We Use Your Data

We use your personal data for the following purposes:

- To provide and improve the Service (e.g., account management, personalization)
- To communicate with you (e.g., notifications, updates, support)



- For analytics and research to understand usage patterns
- For marketing (only with your consent where required)
- To comply with legal obligations
- To detect and prevent fraud or abuse

4. Legal Bases for Processing (UK/EU GDPR)

We process personal data only where we have a lawful basis:

- **Contract:** To fulfill our contract with you (e.g., providing the Service)
- **Consent:** Where you have given clear consent (e.g., marketing emails)
- **Legitimate Interests:** Where necessary for our legitimate interests (e.g., analytics, security), provided your rights do not override these interests
- **Legal Obligation:** To comply with law

5. Sharing Your Data

We may share personal data with:

- Service providers (e.g., cloud hosting, analytics, payment processors) acting as processors under strict contracts
- Legal authorities when required by law
- In the context of a business transfer (e.g., merger)

We do not sell your personal data.

6. International Data Transfers

If we transfer personal data outside the UK/EEA, we ensure appropriate safeguards, such as UK International Data Transfer Agreement (IDTA), EU Standard Contractual Clauses (SCCs), or adequacy decisions.

7. Data Security

We implement appropriate technical and organisational measures to protect your data, including encryption, access controls, and regular security assessments. However, no method of transmission over the internet is 100% secure.

8. Data Retention

We retain personal data only as long as necessary for the purposes set out in this Policy or as required by law. Account data is retained while your account is active; inactive accounts are deleted or anonymised after 6 years.

9. Your Rights

Under UK/EU data protection law, you have the following rights:



- Access your personal data
- Rectify inaccurate data
- Erase your data ("right to be forgotten")
- Restrict processing
- Data portability
- Object to processing
- Withdraw consent (where processing is based on consent)
- Complain to a supervisory authority (in the UK, the Information Commissioner's Office - ico.org.uk)

To exercise these rights, contact us using the details in Section 13.

10. Cookies and Similar Technologies

We use cookies and similar tracking technologies. You can manage preferences via your browser settings or our cookie banner.

11. Children's Privacy

Our Service is not intended for children under 13 (or 16 in some jurisdictions). We do not knowingly collect data from children without parental consent.

12. Changes to This Policy

We may update this Policy from time to time. We will notify you of material changes via the Service or email.

13. Contact Us

If you have questions or wish to exercise your rights:

Data Protection Officer Email: info@dbmaccounts.co.uk Address: [113-115 Fonthill Road, Finsbury Park, N4 3HH, London, UK]