

# THE ACCIDENTAL BOOKKEEPER

## Privacy Policy

*Last updated: 29 May 2026*

### 1. About This Privacy Policy

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1.1 This website [www.theaccidentalbookkeeper.co.uk](http://www.theaccidentalbookkeeper.co.uk) (the Site) is operated by Lucy Moss t/a The Accidental Bookkeeper ("we", "us", "our"), a business trading in England and Wales. Our address is Wirral, Merseyside.

1.2 We are committed to protecting your privacy and complying with our obligations under the Data Protection Act 2018 (DPA 2018), the UK General Data Protection Regulation (UK GDPR), the Data (Use and Access) Act 2025, and any other applicable UK data protection legislation (together, "Data Protection Law").

1.3 When you interact with us or use the Site, we act as the data controller of your personal data. This policy explains the types of personal data we may collect, why we collect it, what we use it for, and what rights you have over that data.

1.4 This policy was last updated on the date shown above. We may change it at any time by posting an updated version on the Site. We will make reasonable efforts to bring material changes to your attention.

### 2. Contact Information

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2.1 If you have any questions or concerns about how we use your personal data, please contact:

#### **Lucy Moss**

The Accidental Bookkeeper

Wirral, Merseyside

Email: [lucy@theaccidentalbookkeeper.co.uk](mailto:lucy@theaccidentalbookkeeper.co.uk)

Telephone: 07414 906542

### 3. What Information Do We Collect?

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3.1 We collect, store and use the types of personal data set out in the table at the end of this policy.

### 4. How Will We Use Your Personal Data?

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4.1 We will use your personal data for the purposes set out in the table at the end of this policy.

### 5. How Do We Share Your Personal Data?

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5.1 When we share personal data, we do so in accordance with Data Protection Law. We may share certain personal data, where necessary, with employees, contractors, consultants or advisers to facilitate the delivery of our services.

5.2 We may provide third parties with aggregated but anonymised information and analytics. We will ensure this does not identify you.

## 6. Third Party Links

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6.1 This Site may contain links to other websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies separately.

## 7. Your Rights

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7.1 You have the following rights in relation to your personal data:

- Access: to request a copy of the personal data we hold about you (subject access request).
- Rectification: to request that we correct inaccurate or incomplete personal data.
- Erasure: to request that we delete your personal data in certain circumstances.
- Restriction: to request that we restrict how we use your personal data.
- Portability: to request a copy of your personal data in a machine-readable format.
- Withdrawal of consent: where we rely on consent, to withdraw it at any time.
- Objection: to object to our processing in certain circumstances (see 7.2 below).

7.2 Your right to object: If we process your data for direct marketing or on the basis of legitimate interests, you may object at any time. We will stop processing unless we have compelling legitimate grounds to continue.

7.3 These rights are not absolute and are subject to limitations under Data Protection Law. To exercise any right, please contact us at the details in section 2.

## 8. Data Protection Complaints

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8.1 We take data protection seriously. If you are unhappy with how we have handled your personal data, we encourage you to raise your concern directly with us in the first instance. We have a formal process in place to handle data protection complaints, as required by section 103 of the Data (Use and Access) Act 2025.

8.2 You can raise a data protection complaint with us:

- By email: [lucy@theaccidentalbookkeeper.co.uk](mailto:lucy@theaccidentalbookkeeper.co.uk)
- By phone: 07414 906542

8.3 We will acknowledge your complaint within 30 days of receiving it and aim to provide a full response within three months. We will keep you informed of progress throughout.

8.4 If you are not satisfied with our response, or wish to escalate your complaint, you have the right to complain to the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk/make-a-complaint/>
- Phone: 0303 123 1113
- Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

## 9. Data Retention

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9.1 Your personal data will only be kept for as long as necessary for the purposes for which it was collected. Specific retention periods are set out in the table at the end of this policy.

9.2 At the end of the applicable retention period, personal data will be securely destroyed or anonymised, unless we are required to retain it to comply with a legal obligation.

## 10. Data Protection Principles

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10.1 We process your personal data in accordance with the following principles:

- Lawfulness, fairness and transparency
- Purpose limitation: collected for specified, explicit and legitimate purposes
- Data minimisation: only what is adequate, relevant and necessary
- Accuracy: we take reasonable steps to keep data accurate and up to date
- Storage limitation: we do not keep data longer than necessary
- Integrity and confidentiality: we process data securely

## 11. Lawful Basis for Processing

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11.1 We will only process your personal data when we have a lawful basis. The bases we may rely on are:

- Consent: where you have given clear consent for a specific purpose.
- Contract: where processing is necessary to perform a contract with you.
- Legal obligation: where we need to process your data to comply with the law.
- Legitimate interests: where processing is necessary for our legitimate business interests, balanced against your rights.

### TABLE OF PERSONAL INFORMATION WE USE

The table below sets out the types of personal data we collect, our purposes for processing, the lawful basis, and the applicable retention period.

Type of Personal Data	Purpose	Lawful Basis	Retention Period
Name, email, phone number	To respond to enquiries and provide bookkeeping services	Contract / Legitimate interests	Duration of engagement + 6 years
Business financial data	To perform bookkeeping and accounts services	Contract / Legal obligation	6 years from year-end (HMRC requirement)
Website usage data (cookies, IP address)	To improve the Site and monitor traffic	Legitimate interests / Consent	See Cookie Policy
Complaint records	To handle and record data protection complaints (required by law)	Legal obligation	3 years from resolution of complaint

*This privacy policy was last reviewed and updated on 29 May 2026 to incorporate the data protection complaint handling requirements introduced by section 103 of the Data (Use and Access) Act 2025.*