



**Ace It Accountancy is a trading name of
Valerie Chan Quee Lin
Website Privacy Policy**

Effective Date: 1 March 2026
Last Updated: 27 August 2026

1. Who We Are

Ace It Accountancy (“we”, “our”, “us”) provides accountancy and advisory services. We are committed to protecting your personal data and respecting your privacy.

- **Data Controller:** Ace It Accountancy
 - **Founder:** Valerie Chan Quee Lin
 - **Registered Office:** 34 Beclands Road, London, SW17 9TJ
 - **Contact Email:** VChan@aceitaccountancy.co.uk
 - **Phone:** 02086823122
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2. What Information We Collect

We may collect:

- **Identity Data:** Name, date of birth, National Insurance number, Unique Taxpayer Reference number (UTR), passport or driving licence details.
- **Contact Data:** Email address, phone number, postal address.
- **Financial Data:** Bank details, invoices, payroll information, tax records.
- **Business Data:** Company registration details, VAT numbers.
- **Technical Data:** IP address, browser type, website usage data.
- **Communication Data:** Emails, calls, and correspondence with us.

3. How We Collect Your Data

- Directly from you (forms, calls, emails).
- Through our website (cookies, analytics).
- From third parties (HMRC, Companies House, payroll providers).

4. Why We Use Your Data

We process your data to:

- Deliver accountancy and tax services.
- Comply with legal and regulatory obligations.
- Communicate with you and manage our relationship.
- Maintain internal records and billing.

5. Legal Basis for Processing

We rely on:

- Contractual necessity (to provide services).
 - Legal obligation (tax and compliance requirements).
 - Legitimate interests (business operations).
 - Consent (for marketing, where applicable).
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6. Sharing Your Data

We do not sell your data. We may share it with:

- HMRC and regulatory bodies.
 - Secure service providers (e.g., payroll software, IT support).
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7. Data Retention

We keep your data only as long as necessary to fulfil our obligations and comply with legal requirements (typically 6 years for financial records).

8. Your Rights

Under UK GDPR, you have the right to:

- Access, correct, or delete your data.
 - Restrict or object to processing.
 - Request data portability.
 - Complain to the Information Commissioner's Office (ICO).
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9. Security

We use encryption, secure servers, and staff training to protect your data.

10. Cookie Policy

Refer to our Cookie Policy.



11. Contact Us

For privacy or cookie-related queries, or to exercise your rights:

Email: VChan@aceitaccountancy.co.uk
Phone: 02086823122
Address: 34 Beclands Road, London, SW17 9TJ
