

## **Less Tax for Landlords Ltd - Online Privacy Policy**

This Privacy Policy sets out the data processing practices carried out through the use of the Internet and any other electronic communications networks by Less Tax for Landlords Limited. If you have any requests concerning your personal information or any queries with regard to these practices, then please contact Ben Rose at [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk). You should please note that all data thus captured will be used and held in accordance with the requirements of the General Data Protection Regulation, 2016.

### **Information collected**

We collect information from visitors to this website through the use of online forms, including, but not limited to, our contact us and free assessment page. In addition, we will collect your details when you email or call us, and any calls to the contact centre may also be monitored and/or recorded.

Any information is collected for communication and market research purposes only.

### **Use of personal information**

We process personal information collected via this website for the legitimate reasons of: -

- providing information about products and services
- providing and personalising our services
- dealing with your enquiries and requests
- conducting market research

### **The legal bases we rely upon to offer these services to you are:**

- Your consent
- Where we have a legitimate interest
- To comply with any legal obligation that we may have
- To fulfil a contractual obligation that we have with you

### **Data retention**

The Company will retain your personal data only for as long as is necessary for the purpose we collect it. Different laws may also require us to keep different data for different periods of time.

### **Your rights**

Please be aware that you have the following data protection rights:

- The right to be informed about the personal data the Company processes on you;
- The right of access to the personal data the Company processes on you;
- The right to rectification of your personal data;
- The right to erasure of your personal data in certain circumstances;
- The right to restrict processing of your personal data;
- The right to data portability in certain circumstances;
- The right to object to the processing of your personal data that was based on a public or legitimate interest;
- The right not to be subjected to automated decision making and profiling; and
- The right to withdraw consent at any time.

Where you have consented to the Company processing your personal data you have the right to withdraw that consent at any time by contacting Ben Rose at [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk), call him on 0203 735 2940, or write to him at Less Tax for Landlords Limited, Milnwood House, 13 North Parade, Horsham, West Sussex, RH12 2BT.

#### **Data Capture Information**

We will send you information according to the preferences, if any, that you submitted via our online form or when you email us. If you would like to change these preferences at any point, please email Ben Rose at [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk), call him on 0203 735 2940, or write to him at Less Tax for Landlords Limited, Milnwood House, 13 North Parade, Horsham, West Sussex, RH12 2BT.

#### **Marketing**

Please note that your information may be used to send you details of those products or services that we have identified as likely to be of interest to you, which will be in accordance with the preferences, if any, that you indicated when you completed the online form or emailed us.

If at any point you would like to opt-out of receiving communications from us or would like to change the channels (such as email or post) that we use to contact you, please email Ben Rose at [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk), call him on 0203 735 2940, or write to him at Less Tax for Landlords Limited, Milnwood House, 13 North Parade, Horsham, West Sussex, RH12 2BT.

We will never pass your information to third parties without your express consent.

#### **Terms of Business**

Note that by agreeing to meet or instruct us, you also agree to our Terms of Business, a separate document which will be made available to you separately. Please read this document carefully. If you do not understand them or have any questions, please contact us on 0203 735 2940.

#### **Disclosures**

Other than to other companies within our group of companies, business partners and integral suppliers we engage to process data on our behalf and successors in title, we will only disclose data to third parties where absolutely necessary to deliver our services to you effectively or when obliged to do so by law, or where the disclosure is 'necessary' for purposes of national security, taxation, and criminal investigation, or when we have your express consent to disclose it to another third party.

If you have engaged or are in the process of engaging with us and procuring services from us, then so that our services to you can be delivered effectively we may send your details to third parties such as those that we engage for professional compliance, as well as custodians, product and platform providers that we use to arrange financial products for you.

Where third parties are involved in processing your data for the purpose of delivering our service effectively to you, we will have a contract in place with them to ensure that the nature and purpose of the processing is clear, that they are subject to a duty of confidence in processing your data and that they will only act in accordance with our written instructions.

Where it is necessary for your personal data to be forwarded to a third party we will use appropriate security measures to protect your personal data in transit.

To fulfil our obligations in respect of prevention of money-laundering and other financial crime we may send your details to third party agencies for identity verification purposes.

#### **Other websites**

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

### **Subject access requests**

You have the right to see what personal data we hold about you. To obtain a copy of the personal information we hold about you, please email Ben Rose at [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk) to obtain a Subject Access Request Form.

We will not charge a fee for any such request unless the request is deemed manifestly unfounded or excessive.

### **Internet-based transfers**

Given that the Internet is a global environment, using it to collect and process personal data necessarily involves the transmission of data on an international basis. This means for instance, that data you pass to us may be processed outside the EU, although it will always be held securely and in line with the requirements of UK data protection legislation. By communicating electronically with us, you acknowledge and agree to our processing of personal data in this way.

### **Use of cookies**

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser and you can find out more about cookies on [www.allaboutcookies.org](http://www.allaboutcookies.org).

We may collect information about your computer, including your IP address, operating system, and browser type for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

The only cookies in use locally are for Google Analytics being a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, Google Analytics uses first-party cookies to track visitor interactions, where they are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer's hard drive, and are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Google Analytics collects information anonymously and it reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this [Google page](#).

Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser or look at the instruction on [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note however that turning off cookies may restrict your use of our website.

### **Amendments**

Please note that this privacy policy is subject to change from time to time and according to existing legislation. It was last updated in October 2019.

**Switchboard : - 0203 735 2940 Email: - [info@lesstaxforlandlords.co.uk](mailto:info@lesstaxforlandlords.co.uk) Web: [lesstaxforlandlords.co.uk](http://lesstaxforlandlords.co.uk)**

**Please address all postal enquiries to:**

**Less Tax for Landlords Limited - Milnwood House, 13 North Parade, Horsham, West Sussex, RH12 2BT.**

**Less Tax For Landlords Limited whose Registered Office is Yoden House, 30 Yoden Way, Peterlee, County Durham, SR8 1AL.  
Company Number 09922103 – Registered in England & Wales.**