

## Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

## Our contact details

### Post

Liquitax Ltd  
The Colmore Building  
20 Colmore Circus Queensway  
Birmingham  
B4 6AT

### Telephone

01213090329

### Email

email@liqui.tax

## What information we collect, use, and why

We collect or use the following information to **provide services**:

- Names and contact details
- Addresses
- Date of birth
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Account information
- Website user information (including user journeys and cookie tracking)
- Call recordings
- Records of meetings and decisions
- Identification documents
- Information relating to compliments or complaints

We collect or use the following information for **the operation of client's case records**:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information, including registration details
- Tax, Income & National Insurance details
- Information about client's company(ies)
- Information used for security purposes
- Marketing preferences

We collect or use the following information to **prevent crime, prosecute offenders, or defend against legal action**:

- Names and contact information
- Client or client accounts and records
- Call recordings
- Financial transaction information

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Call recordings
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Identification documents
- Financial transaction information

We collect or use the following information for **recruitment purposes**:

- Contact details (eg name, address, telephone number or personal email address)
- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Employment history (eg job application, employment references or secondary employment)
- Education history (eg qualifications)
- Right to work information

## Lawful bases

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent
- Contract
- Legal obligation

Our lawful bases for collecting or using personal information for **the operation of client accounts** are:

- Consent
- Contract
- Legal obligation

Our lawful bases for collecting or using personal information to **prevent crime, prosecute offenders or defend against legal action** are:

- Consent
- Contract
- Legal obligation

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent
- Contract

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Consent
- Contract
- Legal obligation

Our lawful bases for collecting or using personal information for **recruitment purposes** are:

- Consent
- Contract
- Legal obligation

## Where we get personal information from

- Clients directly
- Legal and judicial sector organisations
- Other public sector organisations including HM Revenue & Customs
- Publicly available sources

## How long we keep information

If you do not become a client then any information is discarded after two years.

If you do become a client, then information is retained for the later of either (a) 6 years from your last interaction with us or (b) 7 years from 31st January following a tax year for which we have provided tax advice.

The reason for this retention period is so that we can assist you with any enquiry or review by HM Revenue & Customs in relation tax advice we have provided to you.

So, for example, if we give you tax advice on the 2024/25 tax year during that tax year then we would retain your information for 7 years from 31/01/2026 – i.e. 31/01/2033. Once a case is closed, your information is archived from our main records and is only available to select staff for this type of review on a reactive basis.

## Who we share information with

### Data processors

#### **Namecheap Inc**

This data processor does the following activities for us: Data Processing in relation to our email and cloud storage

#### **Heliom Inc**

This data processor does the following activities for us: Data Processing in relation to our email

#### **Iris Software Group Ltd**

This data processor does the following activities for us: Data Processing in relation to (a) accounting and tax software and (b) identity and screening checks in line with our anti-money laundering responsibilities.

#### **HM Revenue & Customs**

Whilst HMRC are not a Data Processor on our behalf, we exchange information with HMRC all the time but only to the extent that it is necessary to fulfil either (a) tax advice we have given or (b) our regulatory, professional or legal obligations to HMRC.

## Other organisations

- Professional or legal advisors
- Financial or fraud investigation authorities
- Relevant regulatory authorities
- External auditors or inspectors
- Organisations we're legally obliged to share personal information with
- Debt collection agencies

## Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal data.

**Your right to rectification** - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal data in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

**Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you. To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

21 May 2024