

Website Policy

Last updated: 13 July 2026

1. Introduction

Beancounters Accounting respects your privacy and is committed to protecting your personal information.

This Website Policy explains how we collect, use, store and protect personal information when you:

- visit our website;
- submit an enquiry through our website;
- contact us by telephone, email or social media;
- request information about our services;
- subscribe to updates or marketing communications; or
- otherwise interact with us before becoming a client.

This policy should be read together with our:

- Privacy Policy;
- Cookie Policy; and
- any other notices or terms displayed on our website.

Our main Privacy Policy explains how we process personal information when providing accounting, bookkeeping, payroll, VAT, tax and other professional services to our clients.

2. Who We Are

Beancounters Accounting is an accountancy firm based in Malvern, England.

For the purposes of applicable UK data protection law, the organisation responsible for your personal information is:

Legal business name: The Beancounters Accounting Ltd

Trading name: Beancounters Accounting

Company number: 16807932

Registered or business address: Unit 8-12 Willow End Park Blackmore Park Road, Welland, Malvern, England, WR13 6NN

Email address: info@beancountersacc.com

Telephone number: 07502062903

In this policy, references to “Beancounters Accounting”, “we”, “us” or “our” mean the organisation identified above.

3. Purpose of This Policy

This policy provides information about:

- the personal information we collect through our website;
- how that information is collected;
- why we use it;
- the lawful bases on which we rely;
- who we may share it with;
- how long we retain it;
- how we protect it; and
- your data protection rights.

This website is not intended for children, and we do not knowingly collect personal information relating to children through the website.

4. Personal Information We May Collect

Personal information means information relating to an identified or identifiable individual.

Depending on how you interact with our website, we may collect the following categories of information.

Identity information

This may include:

- your first name;
- surname;
- job title;
- business or trading name; and
- the organisation you represent.

Contact information

This may include:

- your email address;
- telephone number;
- postal address; and
- communication preferences.

Enquiry information

This may include:

- the accounting or tax services you are interested in;
- details about your business;
- information included in an enquiry form;
- information you provide by email or telephone; and
- any other information you choose to provide when contacting us.

Please avoid submitting confidential financial records, identity documents, passwords, bank details or sensitive personal information through a general website enquiry form unless we have specifically asked you to do so through a secure method.

Technical information

When you use our website, we may automatically collect information such as:

- your internet protocol address;
- browser type and version;
- device type;
- operating system;
- time-zone setting;
- approximate location;
- referring website;
- pages visited;
- time spent on individual pages;
- links selected; and
- website errors or performance information.

Usage information

This may include information about how visitors use our website, such as:

- the pages viewed;
- the services searched for;
- the date and time of visits;
- navigation patterns;
- visitor numbers; and
- interactions with website features.

Marketing and communication information

This may include:

- whether you have requested updates;
- your marketing preferences;
- your preferred method of communication; and
- details of any decision to unsubscribe or object to marketing.

5. How We Collect Your Information

We may collect information through the following methods.

Information you provide directly

You may provide information when you:

- complete a website enquiry form;
- request a quotation or consultation;
- telephone or email us;
- subscribe to updates;
- communicate with us through social media;
- leave feedback or a review; or
- provide information during an initial meeting or discussion.

Information collected automatically

When you interact with our website, certain technical and usage information may be collected automatically through:

- server logs;
- analytics services;
- security tools;
- website hosting systems; and
- similar technologies.

Information received from other sources

We may receive information from:

- referral partners;
- professional contacts;
- social media platforms;
- website analytics providers;

- website hosting providers;
- advertising providers;
- publicly available business directories; and
- another person who has referred you to us.

Where another person provides your information, we will only use it where we have an appropriate lawful basis.

6. How We Use Your Information

We may use personal information collected through our website to:

- respond to enquiries;
- understand the services you require;
- arrange an initial meeting or consultation;
- prepare a proposal or quotation;
- determine whether we are able to accept you as a client;
- carry out preliminary conflict or client-acceptance checks;
- manage our relationship with prospective clients;
- provide requested information;
- send relevant service or regulatory updates;
- manage marketing preferences;
- improve our website and services;
- understand how visitors use our website;
- diagnose technical problems;
- protect our website and systems;
- prevent fraud, spam and misuse;
- maintain appropriate business records;
- establish, exercise or defend legal claims; and
- comply with legal or regulatory obligations.

If you become a client, the information we collect may also be used in accordance with our main Privacy Policy and the terms of our engagement with you.

7. Our Lawful Bases for Processing

We will only process personal information where we have a lawful basis to do so.

Depending on the circumstances, we may rely on the following lawful bases.

Taking steps before entering into a contract

We may process your information where you have asked us to:

- provide information about our services;
- prepare a quotation;
- discuss your accounting requirements; or
- take other steps before entering into a professional engagement.

Performance of a contract

Where you have entered into an agreement with us, we may process information where necessary to perform that agreement.

Legitimate interests

We may process information where necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests.

Our legitimate interests may include:

- responding to enquiries;
- managing prospective-client relationships;
- operating and improving our website;
- understanding demand for our services;
- protecting our systems;
- maintaining business records;
- preventing fraud and misuse;
- promoting our services appropriately; and
- managing and developing our business.

Legal obligation

We may process information where necessary to comply with legal, tax, regulatory or professional obligations.

Consent

We may rely on your consent for activities such as:

- sending certain electronic marketing communications;
- using non-essential cookies;
- using advertising or analytics technologies where consent is required; or
- processing information for another purpose that has been clearly explained to you.

Where we rely on consent, you may withdraw it at any time.

8. If You Do Not Provide Information

You are not generally required to provide personal information simply to browse our website.

However, where information is needed to respond to an enquiry, prepare a quotation or assess whether we can provide a service, we may be unable to assist you if you do not provide the necessary details.

We will tell you where providing particular information is required.

9. Marketing Communications

We may send information about our accounting and tax services, business updates or relevant regulatory developments where:

- you have asked to receive such information;
- you have previously enquired about or received similar services from us and marketing is permitted by law; or
- we otherwise have an appropriate lawful basis.

You may ask us to stop sending marketing communications at any time by:

- selecting the unsubscribe option in an email; or
- contacting us using the details in this policy.

Unsubscribing from marketing will not prevent us from sending necessary communications relating to an enquiry, appointment, existing engagement or legal obligation.

We will not sell your personal information or provide it to another organisation for that organisation's independent marketing without an appropriate lawful basis.

10. Cookies and Similar Technologies

Our website may use cookies and similar technologies.

Cookies are small files that may be stored on your computer, tablet, mobile telephone or other device when you visit a website.

We may use cookies to:

- operate essential website functions;
- remember visitor preferences;
- maintain website security;
- understand how visitors use our website;
- measure website performance;
- improve our website;
- support embedded content; and

- measure the effectiveness of advertising or marketing.

Strictly necessary cookies may be used without consent where they are required for the website to function.

We will request your consent before using non-essential cookies where required. You can accept, reject or manage non-essential cookies through our cookie settings.

Disabling some cookies may affect how certain parts of the website operate.

11. Website Analytics

We may use website analytics services to understand how people use our website.

Depending on the services used, analytics providers may collect information such as:

- pages visited;
- time spent on the website;
- approximate location;
- browser and device information;
- interactions with website features; and
- the website or search engine that referred you to us.

Where analytics cookies are not strictly necessary, they will only be activated after appropriate consent has been obtained.

12. Who We Share Your Information With

We may share website-related personal information with carefully selected third parties where necessary.

These may include:

- website hosting providers;
- website developers and maintenance providers;
- IT and cybersecurity providers;
- email and communication providers;
- customer relationship management providers;
- website analytics providers;
- marketing and mailing-list providers;
- cloud-storage providers;
- professional advisers, including solicitors and insurers;
- regulators, courts and public authorities;
- law-enforcement or fraud-prevention organisations; and

- another organisation involved in a business sale, merger or restructuring.

We require service providers acting on our behalf to protect personal information, maintain confidentiality and process information only for agreed purposes.

We do not allow service providers acting solely on our behalf to use your personal information for their own unrelated purposes.

13. International Transfers

Some website, email, analytics, hosting or cloud-service providers may store or process information outside the United Kingdom.

Where personal information is transferred outside the United Kingdom, we will use an appropriate lawful transfer mechanism and take reasonable steps to ensure that the information remains protected.

Depending on the circumstances, this may include:

- transferring information to a country recognised by the UK as providing an adequate level of protection;
- using approved international data-transfer contractual terms;
- carrying out an appropriate transfer-risk assessment; or
- using another safeguard permitted under UK data protection law.

You may contact us for further information about safeguards relevant to your information.

14. Data Security

We use reasonable technical and organisational measures designed to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure; and
- destruction.

These measures may include:

- access controls;
- secure passwords;
- multi-factor authentication;
- encryption;

- secure backups;
- antivirus and security software;
- website monitoring;
- staff confidentiality requirements; and
- procedures for responding to suspected data breaches.

Access to personal information is limited to people who reasonably need it for business or professional purposes.

Although we take appropriate precautions, information sent through the internet cannot be guaranteed to be completely secure. You should not send highly confidential documents through an unsecured website form or ordinary email unless we have agreed that method with you.

15. Data Retention

We retain website-related personal information only for as long as reasonably necessary for the purposes for which it was collected.

Our usual retention periods may include:

- general enquiries: normally up to two years after the last meaningful contact;
- unsuccessful proposals or prospective-client discussions: normally up to two years after the last meaningful contact;
- marketing records: until you unsubscribe, object or the information is no longer required;
- records of marketing objections or unsubscribes: for as long as reasonably necessary to ensure that your preference continues to be respected;
- website security logs: according to the retention settings of our website and security providers;
- information relevant to a complaint, dispute or legal claim: for as long as reasonably necessary to handle the matter and protect our legal position.

If you become a client, relevant information may be transferred to your client record and retained in accordance with our main Privacy Policy and our legal, regulatory and professional obligations.

When information is no longer required, we will securely delete, destroy or anonymise it.

16. Third-Party Links and Embedded Content

Our website may include:

- links to other websites;
- social media buttons;
- embedded maps;

- videos;
- online booking facilities;
- client portals;
- external forms; or
- content provided by third parties.

Selecting a third-party link or interacting with embedded content may allow another organisation to collect information about you.

We do not control third-party websites and are not responsible for their content, security or privacy practices.

You should review the privacy policy and terms of each external website or service you use.

17. Information Provided on Our Website

The information on our website is provided for general information only.

It is not intended to constitute accounting, tax, financial, legal or other professional advice on which you should rely.

Tax and accounting requirements depend on individual circumstances and may change. You should obtain advice appropriate to your particular circumstances before taking or refraining from any action based on information appearing on our website.

Visiting our website, submitting an enquiry or receiving general information from us does not by itself create an accountant-client relationship.

A professional relationship will only begin when:

- we have completed our client-acceptance procedures;
- the scope of our services has been agreed; and
- an appropriate engagement letter or agreement has been accepted.

Although we take reasonable care to keep website information accurate and current, we do not guarantee that all information will always be complete, accurate or up to date.

Nothing in this policy excludes or limits liability where it would be unlawful to do so.

18. Your Data Protection Rights

Depending on the circumstances, you may have the right to:

- request access to the personal information we hold about you;
- request correction of inaccurate or incomplete information;

- request deletion of your information;
- request restriction of processing;
- object to processing based on legitimate interests;
- object to the use of your information for direct marketing;
- request the transfer of certain information;
- withdraw consent where processing is based on consent; and
- complain to the Information Commissioner's Office.

These rights are subject to legal conditions and exemptions.

We may need to request information to confirm your identity before responding to a request. This is intended to ensure that personal information is not disclosed to someone who is not entitled to receive it.

We will normally respond to a valid request within the period required by applicable data protection law.

To exercise your rights, please contact us using the details below.

19. Changes to This Policy

We may update this Website Policy from time to time to reflect changes to:

- our website;
- the services we provide;
- the technologies or providers we use;
- our business practices; or
- legal and regulatory requirements.

The latest version will be published on our website. The date shown at the beginning of the policy indicates when it was last updated.

20. Contacting Us

Questions, concerns or requests relating to this Website Policy or your personal information should be sent to:

Beancounters Accounting

Unit 8-12 Willow End Park Blackmore Park Road,
Welland, Malvern, England,
WR13 6NN
info@beancountersacc.com
07502062903

We would appreciate the opportunity to address your concerns directly.

You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection matters.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113