

Privacy Policy

Eudora Tax Advisory Limited ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

In this policy, "Data Protection Legislation" means the General Data Protection Regulation, EU 2016/679 ("GDPR") or any successor legislation to the GDPR.

For the purpose of the GDPR, the data controller is Eudora Tax Advisory Limited, 19 The Circle, Queen Elizabeth Street, London SE1 2JE, United Kingdom. Our nominated representative for the purpose of the GDPR is Vincenzo Borelli, who may be contacted at vborelli@eudoratax.com

LEGITIMATE INTERESTS

Under the GDPR, we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

Broadly speaking legitimate interests means that we can process your personal information if:

We have a genuine and legitimate reason *and* we are not harming any of your rights and interests

So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests to operate our accountancy, tax advisory and real estate business. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, maintaining the security of our system, enhancing, modifying or improving our services, and identifying usage trends.

OUR INTERESTS

The following are some examples of when and why we would use this approach:

Direct Marketing: We will send emails to you to communicate services which may be of interest to you.

Collecting and processing your contact information such as name, address, email address and telephone number on our website or in person to be able to contact you to discuss your requirements and provide services to you.

- We also need to record our services to you, to invoice you and send reminder correspondence when payment is overdue.

- Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.
Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications.

We will also hold information about you so that we can respect your preferences for being contacted by us.

YOUR INTERESTS

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests — we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by contacting us as set out in the Your Rights section of this Privacy Policy.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

Information that you provide by filling in forms on our site www.eudoratax.com (**our site**). This includes information provided at the time of registering to use our site, posting material or requesting further information or services. We may also ask you for information when you report a problem with our site.

If you contact us, we may keep a record of that correspondence.

Eudora Tax Advisory Limited may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

IP ADDRESSES

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our Cookies policy <http://www.eudoratax.com/cookies-policy>

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

To ensure that content from our site is presented in the most effective manner for you and for your computer.

To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.

To carry out our obligations arising from any contracts entered into between you and us.

To allow you to participate in interactive features of our service, when you choose to do so.

To notify you about changes to our service.

Where we have obtained your express consent, we may also use your data, or permit selected third parties to use your data, to provide you with information about services which may be of interest to you and we or they may contact you about these by post or telephone.

If you are an existing client, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous service provided to you.

If you are a new customer, and where you have consented to permit us to allow selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.

If consent to allow us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (order form).

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want

to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal information to third parties:

In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

If Eudora Tax Advisory Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use [www.eudoratax.com/terms of use](http://www.eudoratax.com/terms%20of%20use) and other agreements; or to protect the rights, property, or safety of Eudora Tax Advisory Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

DISCLOSURE OF YOUR INFORMATION

We hold your personal information for the term of your engagement of our services and for the statutory periods required by applicable tax and other governmental authorities.

YOUR RIGHTS

We will obtain your prior consent (before collecting your data) if we to process your personal data for marketing purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to withhold your consent to such processing by not checking certain boxes on the forms we use to collect your data.

You can also revoke the consent at any time by contacting us by post, phone or by email at vborelli@eudoratax.com.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

ACCESS TO INFORMATION

The GDPR gives you the right to access information held about you. Your right of access can be exercised in accordance with the GDPR.

If at any time you believe the information we process on you is incorrect, you may request to see this information and request to have it corrected or deleted.

DATA HANDLING COMPLAINTS

If you wish to raise a complaint on how we have handled your personal data, you can contact our nominated representative, who will investigate the matter. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the Data Protection Legislation, you may complain to the Information Commissioners Office (ICO) at www.ico.org.uk.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Vincenzo Borelli at vborelli@eudoratax.com.