

# ***Dynamic Data Systems Ltd***

## **DynamicTAX Privacy and Cookie Policy**

This privacy policy sets out how DYNAMIC DATA SYSTEMS LTD uses and protects any information that you give us.

DYNAMIC DATA SYSTEMS LTD is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, or when you contact us, then you can be assured that it will only be used in accordance with this privacy statement.

DYNAMIC DATA SYSTEMS LTD may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 April 2019.

### **What we collect**

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as address, postcode, preferences and interests
- For users of our Making Tax Digital service, company name, address, contact details and VAT number

Financial data submitted through our service is not retained by us.

### **What we do with the information we gather**

Personal data is only used in compliance with legal requirements including those set out in the European Union's General Data Protection Regulation of 27 April 2016.

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

We may use the information to carry out business on your behalf as agreed by you.

We may use the information to improve our products and services.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise our website according to your interests.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### Data retention

We do not retain data for longer than it is needed. In particular, we will delete any personal data held for longer than 3 years in cases where no business relationship or contract exists between us.

### Automatic decision making

We do not use personal data for automatic decision making.

### How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies also allow web applications to identify you as you move through the application by maintaining a session.

We may use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [support@dynconnect.co.uk](mailto:support@dynconnect.co.uk).

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you please contact us at [support@dynconnect.co.uk](mailto:support@dynconnect.co.uk).

If you wish us to delete all information which we hold about you, we will do so on request, except in cases where there is a continuing business relationship or a contract exists between us.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.