



PROFITSYOU
ACCOUNTING

PRIVACY POLICY

Last updated: December 2025

This Privacy Policy explains how we collect, use, store and protect personal information when providing accounting services and digital products through www.profitsyou.co.uk.

We process personal information in accordance with:

- **The UK General Data Protection Regulation (UK GDPR)**, in particular Article 6(1)(b), 6(1)(c) and 6(1)(f);
- **The Data Protection Act 2018;**
- **The Data Use and Access Act 2025 (DUAA);**
- and, where applicable, statutory obligations arising under UK taxation and accounting law, including duties imposed by HMRC and the Companies Act 2006.

We aim to present this Policy clearly and professionally.

1. Who We Are

We are **ProFitsYou Accounting**, trading name of **Emkaa Limited**, registered in England and Wales.

Questions about this Policy or about how your information is handled may be directed to:

Email: accounting@profitsyou.co.uk
ICO Registration Number: ZC046614

2. What Information We Process

We process information that is necessary to perform professional accounting and taxation work, comply with legal requirements, and fulfil digital product orders. Information processed may include identification, contact details, financial and taxation data, AML/KYC verification documents, and correspondence relating to our services. Incidental sensitive information appearing within accounting documentation is processed only to the extent required to deliver the relevant service.

3. Purposes of Processing

We use information for accounting and tax services, statutory compliance, invoicing, communication, record keeping, delivery of digital products, access management to secure resources, and for legitimate professional interests such as maintaining evidence of work and responding to queries.

4. Legal Basis for Processing (Article 6 UK GDPR)

Processing takes place on one or more lawful grounds:

- **Performance of a contract – Article 6(1)(b)**
where the processing is necessary to prepare and file tax returns, maintain accounting records, or provide agreed professional services.
- **Legal obligation – Article 6(1)(c)**
where we are required to comply with statutory duties under UK tax laws, HMRC regulations, Companies Act 2006 and anti-money-laundering requirements.
- **Legitimate interests – Article 6(1)(f)**
where processing is necessary for responsible business purposes, including responding to enquiries, managing professional records, ensuring IT and data security, and defending legal claims.

Where marketing communications are sent to individual recipients, this takes place only with consent; business recipients may be contacted under legitimate interest in accordance with PECR rules.

5. Digital Products and Online Resources

We provide digital materials including downloadable guides, templates, calculators, training resources and secured online content. Information provided at purchase is used to fulfil the order, maintain access when access applies, and provide technical or content-related support. Payment details are processed securely by specialist platforms and are not stored by us. Transaction data is retained in accordance with legal record-keeping requirements.

6. Security

We maintain appropriate administrative, technical and organisational measures to protect information, including secure hosting, encryption of communication, controlled access to systems, secure storage of files, and encrypted backups.

7. Information Sharing

Information may be shared only where justified, including with secure IT providers, accounting software platforms, statutory authorities and (where applicable) access-control providers for digital resources. Information is not sold or shared for unrelated marketing purposes.

8. Retention

Accounting and taxation records are normally retained for **six years** from the end of the relevant taxation period.

AML/KYC records are retained for **five years** from the end of the professional relationship.

General enquiries not leading to engagement are retained for **up to twelve months**.

Newsletter subscription data is retained until consent is withdrawn.

Website access logs may be retained for **up to twelve months**.

After expiration, information is securely deleted or anonymised.

9. Technology and AI Assistance

We may use technology-assisted tools to help structure, analyse or summarise information. These tools assist our work but do not replace professional judgement; all conclusions are reviewed and approved by qualified individuals. Where clarification is requested, we will provide a full human explanation.

We do not use personal data to profile clients or to take automated decisions.

10. Your Rights

You may request:

- access to information held about you
- correction of inaccurate or incomplete data
- deletion where retention is no longer required
- restriction or objection to certain uses
- withdrawal of marketing consent at any time

Requests may be submitted by writing to accounting@profitsyou.co.uk, and are handled without unnecessary delay.

11. Concerns and Complaints

If you believe that something has not been handled correctly, please write to accounting@profitsyou.co.uk. We will acknowledge your message within **five working days** and provide a written response within **thirty calendar days**, summarising our review and any action taken.

If you remain dissatisfied, you may request a further review by a senior member of the business, who will provide a response within **twenty calendar days**.

If you still feel the issue is unresolved, you may contact the Information Commissioner's Office (ICO) at www.ico.org.uk.

We aim to resolve matters directly and constructively.

12. Cookies

Our website uses essential cookies necessary for its operation. Analytical cookies, where used, are only placed with the user's consent. Full details are provided in our Cookie Policy.

13. Updates

This Policy may occasionally be updated. The most recent version will always appear on this page and takes effect immediately upon publication.