Privacy Policy

1. Who We Are

Trio Accountancy Services Ltd is a firm of accountants based in Cheltenham, Gloucestershire, UK.

For the purposes of UK data protection law, we are the **data controller** of the personal data collected through this website.

If you have any questions about this policy or how we handle your data, you can contact us at:

The Limes, Bayshill Road
Cheltenham
Gloucestershire
GL50 3AW

Tel: 01242 584046
Email: enquiries@trioacc.co.uk

2. What Information We Collect

We may collect and process the following personal data through our website:

Information you provide to us

- Name
- Email address
- Telephone number
- Company name
- Any information you include in contact forms or enquiry messages

Newsletter subscriptions

If you subscribe to our newsletter, we collect:

- Your name
- Your email address

We operate a **double opt-in process**, meaning you must confirm your subscription via email before receiving communications.

Automatically collected information

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device type
- Pages visited and time spent on site
- Referring website

This information is collected through cookies and analytics tools.

3. How We Use Your Information

We use your personal data to:

- Respond to enquiries submitted through our website
- Provide information about our services
- Send newsletters and updates (where you have consented)
- Improve our website and user experience
- Monitor website performance and engagement

We may use email tracking technologies, including:

- Open-rate tracking
- Click tracking
- Tracking pixels

These help us understand engagement with our communications and improve future content.

4. Legal Basis for Processing

We process your data under the following lawful bases:

- **Consent** – for newsletter subscriptions and marketing communications
- **Legitimate interests** – to respond to enquiries and improve our services
- **Legal obligation** – where required by law

You may withdraw consent for marketing at any time by clicking the unsubscribe link in our emails or contacting us directly.

5. Cookies and Website Analytics

Our website uses cookies to:

- Ensure the website functions properly
- Analyse visitor behaviour
- Measure marketing effectiveness

You can manage your cookie preferences via our cookie banner or through your browser settings.

For more information, please see our separate **Cookie Policy**.

6. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your personal data.

Our website and email systems are hosted within the **United Kingdom or the European Economic Area (EEA)**.

We use trusted third-party service providers to host and manage our website and email communications. These providers process data on our behalf under written data processing agreements and are required to keep your information secure.

7. Data Retention

We retain personal data only for as long as necessary:

- Contact enquiries: up to [12–24 months] unless a client relationship is established
- Newsletter subscribers: until you unsubscribe
- Analytics data: in accordance with our analytics provider's retention settings

8. Sharing Your Information

We do not sell your personal data.

We may share your data with:

- Website hosting providers
- Email marketing providers
- IT support providers

All third parties act as data processors and are contractually required to protect your information.

We may also disclose information where required by law.

9. Your Data Protection Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict or object to processing
- Data portability (where applicable)
- Withdraw consent at any time

If you are unhappy with how we handle your data, you have the right to complain to the:

Information Commissioner's Office (ICO)
Website: https://www.ico.org.uk

We would appreciate the opportunity to resolve your concerns before you contact the ICO.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be published on this page.

Last updated: 18 Feb 2026.