



Client Data Privacy Policy

At JMAM Enterprises Ltd, trading as ArielOnlineServices, we are committed to safeguarding the privacy and confidentiality of your personal information. This policy outlines how we collect, use, store, and protect your data in compliance with the UK General Data Protection Regulation (UK GDPR) and other applicable data protection laws.

1. Data Controller Information

JMAM Enterprises Ltd t/a ArielOnlineServices is the data controller, meaning we are responsible for determining how and why we process your personal data.

Contact Details:

JMAM Enterprises Ltd t/a ArielOnlineServices

Office Euphoria

47a Carters Green

West Bromwich

England, B70 9QP

Email: contact@arielonline.co.uk

2. What Data We Collect

We collect the following types of personal information to provide our services:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Financial Information:** Payment details for invoicing and payments.
- **Service-Specific Information:** Any information you provide that is necessary for us to deliver the services you request.
- **Communications:** Any correspondence between you and us.

3. Legal Basis for Processing



Under UK GDPR, we must have a lawful basis to process your personal data. We rely on the following bases:

- **Contractual Obligation:** Processing your data is necessary to fulfil our contract with you (e.g., providing the agreed services).
- **Consent:** For sending marketing emails and newsletters, where you have opted in. You may withdraw your consent at any time by contacting us or clicking “unsubscribe” in the email.
- **Legal Obligation:** We may need to process your data to comply with legal and regulatory obligations (e.g., for tax and accounting purposes).
- **Legitimate Interests:** We may process your data where it is necessary for our legitimate business interests, such as improving our services, provided this does not override your rights and freedoms.

4. How We Use Your Data

We only use your personal data for the following purposes:

- **Service Provision:** To deliver and manage the services you have requested.
- **Communication:** To send you updates about our services or respond to your queries.
- **Payment Processing:** To handle payments through GoCardless (if chosen) and to manage billing.
- **Record-Keeping:** For legal, accounting, and tax purposes using FreeAgent.
- **Marketing:** To send you newsletters and updates via MailChimp, if you have subscribed.

5. Data Sharing with Third Parties

We do not sell or share your data with third parties for marketing purposes. However, we do share your data with trusted service providers to help us deliver our services effectively.

These include:

- **MailChimp:** For sending newsletters and email communications (if subscribed).
- **Google:** For secure document storage via Google Drive.

- **GoCardless:** For payment processing, if chosen by you.
- **FreeAgent:** For accounting and tax purposes.

We may also occasionally use other secure online apps or tools to facilitate our business operations. Any additional third-party services will also comply with data protection laws and will be subject to data processing agreements to protect your personal data.

We recommend that you also review the privacy policies of our third-party service providers, including GoCardless, FreeAgent, Google Drive, and MailChimp, to understand how they handle your personal data. Each provider has its own privacy practices, and while we ensure they comply with UK GDPR, their individual policies will provide further details about their data processing activities.

6. International Data Transfers

Some of our third-party service providers, such as Google, may process your personal data outside the UK or European Economic Area (EEA).

7. Retention of Your Data

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including meeting any legal, accounting, or reporting obligations. In general, we keep:

- **Service-Related Data:** For the duration of the contract and up to six years afterward to comply with tax and legal obligations.
- **Marketing Data:** Until you withdraw your consent or unsubscribe from our communications.

8. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the data we hold about you.

- **Right to Rectification:** You can ask us to correct any inaccurate or incomplete information.
- **Right to Erasure (Right to be Forgotten):** You may request that we delete your data, where we no longer need it, or where processing is based on your consent.
- **Right to Restrict Processing:** You can ask us to limit how we process your data in certain circumstances (e.g., if you contest the accuracy of your data).
- **Right to Data Portability:** You can request that your data be transferred to another organisation in a commonly used format.
- **Right to Object:** You can object to our processing of your data based on legitimate interests, or for direct marketing purposes.

You also have the **right to withdraw consent** at any time where consent is the legal basis for processing your data (e.g., for receiving newsletters).

If you are dissatisfied with how we handle your data, you have the **right to lodge a complaint** with the UK's Information Commissioner's Office (ICO).

ICO Contact Information:

Website: <https://ico.org.uk/>

Telephone: 0303 123 1113

9. Data Security

We implement appropriate technical and organisational measures to ensure that your personal data is secure and protected against unauthorised access, accidental loss, or destruction. We use industry-standard encryption and secure storage solutions for all personal data.

10. Data Breaches

In the unlikely event of a data breach, where your rights and freedoms are at risk, we will notify you and the ICO in accordance with UK GDPR requirements.

11. Children's Data

Our services may require us to process the personal data of children, particularly in cases where we assist clients with applications such as social housing that require details of all household members, including children. We collect this data with the consent of the parent or guardian and in compliance with applicable laws. We ensure that any personal data related to children is handled securely and only for the purposes necessary to deliver our services. If we become aware that we have collected children's data without proper consent or legal basis, we will take immediate steps to delete that data.

12. Changes to This Privacy Policy

We may update this privacy policy from time to time to reflect changes in our operations or legal requirements. Any changes will be posted on our website, and where appropriate, we will notify you.

13. Consent

By using our services, you acknowledge that you have read and understood this Privacy Policy, and you agree to the collection and use of your personal data as outlined above. You also consent to receiving newsletters if you have opted in, and you can withdraw this consent at any time.

14. Contact Us

If you have any questions or concerns regarding this Privacy Policy or how we handle your data, please contact us at:

JMAM Enterprises Ltd t/a ArielOnlineServices

Office Euphoria
47a Carters Green
West Bromwich
England, B70 9QP

Email: contact@arielonline.co.uk

Effective Date: 14/09/2024