

**Privacy Policy**

**Hill and Co. Virtual Solutions Ltd**  
Company Number: 15983472  
**Effective Date**: 06/11/2024

**1. Introduction**

Hill and Co. Virtual Solutions Ltd ("we", "us", "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and protect your information when you interact with us, including when you visit our website or use our virtual assistant services. By using our services, you agree to the terms of this Privacy Policy.

**2. Information We Collect**

We may collect, store, and process the following types of information:

* **Personal Information**: This includes any information that can personally identify you, such as your name, email address, phone number, and billing information.
* **Business Information**: Details related to your business, such as business name, address, and contact information, necessary for providing our services.
* **Service Usage Data**: Information about how you use our services, such as preferences, interactions, and engagement metrics, to help us improve service delivery.
* **Technical Data**: Data such as IP addresses, browser types, device identifiers, and operating system information collected automatically when you visit our website or use our services.

**3. How We Use Your Information**

We use your information for the following purposes:

* **Service Provision**: To provide virtual assistant services as requested, including administrative, customer service, and project management tasks.
* **Communication**: To communicate with you about your account, respond to enquiries, provide updates, and send necessary service-related information.
* **Billing and Payments**: To process payments and manage billing.
* **Service Improvement**: To better understand client needs and improve the effectiveness of our services.
* **Legal Compliance**: To comply with legal obligations, including record-keeping and reporting.

**4. Sharing Your Information**

Hill and Co. Virtual Solutions Ltd does not sell or rent your personal information to third parties. We may, however, share your information in the following circumstances:

* **Service Providers**: We may share information with third-party providers who assist in delivering our services, such as payment processors, IT support, or project management tools. These providers are bound by confidentiality agreements.
* **Legal Requirements**: We may disclose information if required by law, regulation, or legal request, or if we believe disclosure is necessary to protect our rights, comply with legal processes, or prevent fraud or unlawful activities.
* **Business Transfers**: If Hill and Co. Virtual Solutions Ltd is involved in a merger, acquisition, or sale of assets, client information may be transferred as part of the business transaction. In such cases, we will notify you of any changes in data control.

**5. Data Security**

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration, or destruction. However, please note that no data transmission over the internet is 100% secure, and we cannot guarantee absolute security.

**6. Data Retention**

We will retain your personal data only as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. When we no longer need your data, we will securely delete or anonymise it.

**7. Your Rights**

Depending on your location and applicable law, you may have the following rights regarding your personal information:

* **Access**: The right to request access to the personal data we hold about you.
* **Correction**: The right to request corrections to any inaccurate or incomplete personal data.
* **Deletion**: The right to request that we delete your personal data, subject to certain exceptions.
* **Restriction**: The right to request restrictions on the processing of your personal data in certain circumstances.
* **Data Portability**: The right to receive a copy of your personal data in a structured, commonly used, and machine-readable format.
* **Objection**: The right to object to the processing of your personal data under certain circumstances, such as for direct marketing purposes.

If you wish to exercise any of these rights, please contact us using the information provided below.

**8. Cookies and Tracking Technologies**

Our website may use cookies and similar tracking technologies to enhance your experience. Cookies are small files stored on your device that help us analyse website usage and improve service delivery. You can manage your cookie preferences through your browser settings. Note that disabling cookies may affect website functionality.

**9. Third-Party Links**

Our website or services may contain links to third-party sites or services. Please note that this Privacy Policy does not apply to those sites, and we are not responsible for their content or privacy practices. We recommend reviewing the privacy policies of any third-party sites you visit.

**10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other factors. We will notify you of significant changes by updating the "Effective Date" at the top of this policy. Your continued use of our services after the effective date signifies acceptance of the updated Privacy Policy.

**11. Contact Us**

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

Hill and Co. Virtual Solutions Ltd  
Email: lauren@hillandcovirtualsolutions.co.uk  
Phone: 07507846020  
Address: Station Road, Accrington BB5 6LS