



Rebecca Louise

Virtual Assistant

Privacy Notice

Last updated: 8 September 2025

We respect your privacy and are committed to protecting your personal data. This Privacy Notice explains how we collect, use, disclose and safeguard your information when you visit rebeccalouise-va.co.uk (the “Website”) and when you engage Rebecca Louise VA to provide virtual assistant services (the “Services”).

This notice is intended to meet the requirements of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. It is provided for transparency and does not constitute legal advice.

1) Who we are (Data Controller)

Rebecca Louise VA is the controller of personal data collected via the Website and for our own business operations.

Trading name: Rebecca Louise VA

Email: rebecca@rebeccalouise-va.co.uk

Telephone: 07907 397254

Jurisdiction: United Kingdom

2) How we collect personal data

- Direct interactions: when you submit the contact form, email or call us, sign up to updates, request a proposal, or become a client.

- Automated technologies: via cookies and similar technologies when you use the Website (see Cookies below).
- From third parties: for example, from professional platforms, referrals, or tools we use to deliver the Services (e.g., project management, communications, or accounting platforms).
- Client-provided data: when acting on behalf of a client, we may receive personal data about their staff, members, customers, suppliers or other contacts (see Acting as a data processor below).

3) What personal data we collect

- Identity & contact data: name, job title, organisation, email address, telephone number, postal address.
- Enquiry & correspondence data: the content of messages, preferences, requirements, and notes connected to your enquiry or engagement.
- Transactional & financial data: proposals, engagement terms, invoices, payments (we do not store full card details).
- Marketing preferences: opt-in/opt-out status, topics of interest.
- Technical & usage data: IP address, browser type, device identifiers, pages viewed, interactions with the Website (via cookies/analytics).
- Client-supplied data: contact lists, event attendees, sponsors/donors, volunteers, stakeholders, or other data necessary to provide the Services.

We do not intentionally collect special category data (e.g., health information) via the Website. If such data is necessary for a specific engagement, we will only process it where a UK GDPR condition applies and as agreed with the client.

4) Purposes and lawful bases for processing

We process personal data only where a lawful basis applies under UK GDPR. The main purposes and bases are:

Purpose	Examples	Lawful basis
Respond to enquiries & provide proposals	Contact form follow-ups, discovery calls, proposals and quotes	Legitimate interests (to respond to and win business); Contract (to take steps at your request prior to entering a contract)
Provide and manage the Services	Task and project management, communications, organising	Contract (to perform a contract with you)

	events, systems/process support	
Invoicing & record keeping	Billing, payment processing, bookkeeping, tax records	Legal obligation (tax/company law); Contract
Marketing communications	Email updates about services or events	Consent (where required); Legitimate interests (for B2B communications where appropriate, with opt-out)
Website operation & analytics	Security, performance, usage analytics	Legitimate interests (to operate and improve our Website); Consent (for non-essential cookies)
Legal, compliance & risk	Handling claims, preventing fraud, compliance with law	Legal obligation; Legitimate interests

5) Cookies and analytics

We use cookies and similar technologies to operate the Website, understand performance and improve your experience. Non-essential cookies (including most analytics and marketing cookies) are used only with your consent. You can manage your preferences at any time via the cookie banner or your browser settings. For details of the cookies we use, please see our Cookie Policy.

6) Sharing your personal data

- Service providers/“processors” who support our business (for example: website hosting and maintenance providers; email and productivity suites; secure cloud storage; e-signature and document tools; project/task management tools such as Asana or Trello; communication and video meeting tools; email marketing platforms such as Mailchimp; accounting and billing tools; payment processors; and event or survey platforms).
- Professional advisers (accountants, auditors, legal advisers) and authorities where required by law.
- Third parties you authorise us to interact with as part of delivering the Services.

These recipients are contractually bound to protect your data and may only process it in accordance with our instructions and applicable law.

7) International transfers

Some of our service providers may be based outside the UK. Where data is transferred internationally, we ensure appropriate safeguards are in place, such as the UK International

Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses, together with additional technical and organisational measures where appropriate.

8) Data retention

- Enquiries (no contract formed): typically up to 12 months from last contact.
- Client records: typically six (6) years after the end of the engagement (to comply with tax and accounting obligations).
- Marketing contacts: until you unsubscribe or your address bounces, plus a suppression record to honour your opt-out.
- Technical logs/analytics: in line with our Cookie Policy and provider settings.

We may retain data longer where required by law or necessary to establish or defend legal claims.

9) Security

We apply appropriate technical and organisational measures to protect personal data, including access controls, least-privilege principles, secure configuration, encryption in transit (HTTPS), and regular review of our tools and suppliers. No method of transmission or storage is completely secure; if we become aware of a data breach likely to result in a risk to your rights and freedoms, we will notify you and the ICO where required by law.

10) Acting as a data processor

When we handle personal data solely on behalf of a client (for example, managing their contact lists, events, or systems), we act as a processor and the client remains the controller. In those cases, our processing is governed by the written agreement with the client and their privacy notice. This Website Privacy Notice does not override a client's instructions or obligations.

11) Your rights

- Access your personal data and receive a copy (subject access).
- Rectify inaccurate or incomplete data.
- Erase your data (in certain circumstances).
- Restrict or object to processing (particularly where we rely on legitimate interests).
- Data portability for information you provided to us with consent or for a contract.
- Withdraw consent at any time where processing is based on consent.

To exercise your rights, please contact us using the details in Who we are. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at ico.org.uk.

12) Third-party links

Our Website may include links to third-party sites, plug-ins or services. We are not responsible for the privacy practices of those third parties. We encourage you to read their privacy notices before submitting personal data.

13) Changes to this notice

We may update this notice from time to time. The latest version will always be available on the Website. If we make material changes, we will take reasonable steps to notify you.

14) Contact

If you have questions about this notice or how we handle your personal data, please contact:

Email: rebecca@rebeccalouise-va.co.uk

Telephone: 07907 397254

United Kingdom