



Privacy Policy

K.M Virtual Assistants Ltd

Address: 10 Dig Street, Ashbourne, Derbyshire, DE6 1GF

Email: Info@kmvirtualassistants.com

1. Introduction

K.M Virtual Assistants Ltd, (“we”, “our”, “us”), respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you interact with us.

2. Information We Collect

We may collect and process the following types of personal information:

- Name, business name, and contact details (email, phone, address)
 - Payment and invoicing details
 - Communications you send to us (emails, enquiries, support requests)
 - Information relating to the services we provide to you (e.g. project details, login information if shared securely)
 - Website usage data (via cookies and analytics, where consented)
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3. How We Use Your Information

We use your personal information to:

- Provide our services and manage client relationships
 - Process payments, invoices, and accounting records
 - Communicate with you regarding enquiries, projects, and support
 - Comply with legal, financial, and regulatory requirements
 - Improve our services, website, and business operations
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4. Legal Basis for Processing

We process your data on the following legal bases under UK GDPR:

- **Contractual necessity:** where processing is required to deliver our services
 - **Legal obligation:** to meet financial, tax, and regulatory requirements
 - **Legitimate interests:** for business development, communication, and client support
 - **Consent:** for marketing communications (which you may opt out of at any time)
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5. Sharing Your Information

We do not sell your information. We may share your data with:

- Our associates, contractors, or Virtual Assistants engaged in delivering your services
 - Third-party service providers such as payment processors, CRMs, or cloud storage solutions (all under appropriate data protection agreements)
 - Accountants, legal advisors, or regulators where legally required
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6. Data Storage & Security

- We store client information securely using password managers and cloud-based tools with appropriate safeguards.
 - Access to data is restricted to authorised team members only.
 - We encourage all clients to share credentials securely (e.g. via password managers).
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7. Data Retention

We retain personal data for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements. Typically:

- Client project data: retained for 12 months after completion unless otherwise agreed
 - Financial and invoicing records: retained for at least 6 years to comply with UK law
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KM VIRTUAL ASSISTANTS

— Streamlining Your Business • Improving Your Productivity • Supporting Your Growth —

8. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request corrections or updates to your data
- Request deletion of your data (where legally permissible)
- Restrict or object to certain types of processing
- Withdraw consent for marketing at any time

Requests can be made by contacting us at info@kmvirtualassistants.com.

9. Cookies & Website Data

Our website may use cookies and similar technologies to improve user experience and analyse traffic. You can adjust your cookie preferences in your browser settings.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website, with significant changes communicated directly to clients where appropriate.

11. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact us:

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