

Privacy Policy

Definition and Interpretations

Users, customers, customer, you, your, account handler, their, they, them - This refers to the business or the company and or persons named as directors of the company / business both in their capacity as Directors and private individuals. Account handlers and resellers are also deemed as our customers if they are paying subscription fees for and / or managing more than 1 company / business which have different directors.

Service provider, us, we, our – Aurum Tax Ltd under UK company registration number 11491503

This privacy policy for Easy Verify ID ('we', 'us', or 'our'), describes how and why we would acquire, hold, use, and/or share ('way') your statistics at the same time as you operate our services, which encompass at the number of times you:

- Visit our website at <http://easyverifyid.co.uk>
- interact with our Services on our site or in other ways such as marketing or sales.

This policy will help you understand your privacy rights and choices. Do not use our Services if you do not agree with our privacy policy.

1. Personal Information We Collect

We collect personal information that you voluntarily provide us with when you register or purchase one of our services. The private data we collect is based on your interactions with our Website and Services. The private information we collect includes:

- names
- cellular phone numbers
- e-mail addresses
- mailing addresses

- contact options
- billing addresses
- last 4 digits of debit / credit cards, expiry date, issuing bank, zip code that the card is registered to
- Company / business information

With your consent or as permitted by law, we may collect sensitive information, such as financial data.

All personal information you offer us must be actual and correct, and also you must notify us of any changes to such personal information.

Information Automatically Collected

Your Internet Protocol (IP) address will be automatically collected when you visit our website and interact with our Services.

Information collected does not display your precise identity (like your name or contact number) however the information might encompass usage data, which include your IP address, country, location, browser, how and when you use our website, pages you visit, and other technical facts. These statistics are mainly used to preserve the protection and operation of our services and for our internal analytics and reporting purposes.

Like many websites, we automatically collect information via cookies and analytics tools. you may find out more about this in our Cookie policy [here](#).

The automatic information we collect consists of:

1. Device data. Once you visit our Website and interact with our services, we collect device data such as computers, phones, or any device you use to log in to our Website.

2. Login information and data usage. Depending on how often you interact with our Website, the login data we collect include IP address, browser information, pages visited, services you have interacted with, your searches, and other actions you take in our Website or via one of our mobile apps.

3. Location data. We collect region statistics including data on your device's location, which may be specific or vague. The records we gather are primarily based on the type and settings of the device you use to access our website. For example, we may use GPS to build up geolocation statistics that tell us your modern-day location (primarily based completely on your IP address). You can opt out of permitting us to gather this information.

2. How We Process Your Information?

We process your information to improve communication, and how we offer our services, for security, prevent fraud, and comply with the law. Rather than improve how we administer our services and engage with our customers, we process your information to:

- Manage your orders: We may ask for your personal information to process your orders, payments, exchanges, and returns.
- Create an account with us: You must create an account with us when purchasing our services. Your personal information will be needed for your account to be successfully approved.
- For marketing and promotional material: Per your marketing preferences, we process your information for marketing purposes. However, you can opt out of our email marketing at any time.
- Request feedback: We may process your information to request feedback from our users and customers.
- Protect an individual's interest: We may process your information to save or protect an individual's interest.

- Protect our services: As part of our effort to protect our Services, we may process your information. We protect ourselves from fraud.

- Identify usage trends: We may process information on how you use our Website and interact with our Services to help us stay ahead of the developing trends.

3. Legal Rights We Have to Process Your Information

We only process particular information that we believe is necessary and we have a valid legal reason (i.e. legal base) to do so under applicable law to fulfil our business interest, comply with the law, or process information with your consent.

This section applies to you if you're located in the EU or UK.

We are required to explain and give a valid reason as to why we process personal information by the General Data Protection Regulation (GDPR) and UK GDPR. The legal bases to rely on information include:

- Legitimate interest: We may process your personal information if we believe it is for the interest and achievement of our legitimate business and does not outweigh your interests.

- Consent: We do not collect personal information without your consent. If you want to fulfil a specific purpose with our Service, we will process your information after you have permitted us.

- Fulfil our contractual obligations: If we believe it is necessary to fulfil our contractual obligation, we may process your information such as providing our Services or request to enter a contract with us.

- Legal obligations: We may process your information where it is required to comply with legal obligations such as cooperating with law enforcement bodies.

4. Collecting International Data

We understand that we may have customers or users outside the European Economic Area (EEA). For persons based out of the EU or the UK, we collect information if you permit us for specific purposes.

However, in some exceptional cases, we may have to be legally permitted to process your information if:

- We have to prevent ourselves from fraud
- We have to communicate with a deceased customer's next of kin.
- We have a business transaction that requires certain conditions to be met
- We have reasons to believe an individual is a victim of financial abuse.
- The collection of information is necessary to settle an insurance claim.
- Disclosure is required to comply with a subpoena, court order, or warrant.
- It is in the interest of an individual to access their information promptly and they have given us consent.
- The information is specified by the regulations

5. When and With Whom Do We Share Your Information With?

Your information may be shared in specific situations such as:

- Business Transfers. We may give or transfer your information in connection with, or during a merger, acquisition of a business, or sale of a company assets.
- When we use Google Analytics. To analyse the use of Services, we may share your information with Google Analytics to track and analyse our Website. Advertising features that we may use include Google Analytics Demographics and Interests Reporting.
- Business partners. For certain products, services, and promotion, we may share your information with our business partners.

We will share your data with third parties if we get your consent or if we are served with a relevant legal notice by a third party to release all information held on file for you. In such an instance we will not notify you that such information is being shared.

6. Third Party Collection

We aren't responsible for the safety of any information that you share with third parties who may link or advertise our Website and are not affiliated with us. The Websites may have links to third-party websites, online services, or mobile operations and/ or contain announcements from third parties that aren't affiliated with us and which may link to other websites, services, or operations.

Consequently, we don't make any guarantee regarding any such third parties, and we won't be liable for any loss or damage caused by the use of any third-party websites, services, or operations. The inclusion of a link that leads to a third-party website, service, or operation doesn't indicate a connection with us.

We cannot guarantee the safety of data you give to any third parties. This policy does not cover any data collected by third parties. We aren't responsible for the content or website material and security of any third parties. You should review the policies of third-party websites and communicate with them directly.

7. We Use Cookies and Other Tracking Devices

We may use cookies and other tracking devices to collect and store your information. For information about how we use cookies and how you can refuse certain cookies, you can find it in our Cookie Policy below.

8. How Long We Keep Your Information

We only keep your particular information for as long as it's necessary for the purposes set out in our retention policy unless a longer retention period is needed or permitted by law. When we have no ongoing legitimate business, we will either cancel or anonymise such information, or, if this isn't possible (because your information has been stored in backup libraries), we will securely store your information and isolate it from any further processing until omission is possible.

9. How We Keep Your Information Safe

We aim to secure your information through a system of organisational and specialised security measures. Despite our Security measures to safeguard your information, we do not guarantee that your information will be 100% secure from hackers. However, we will do our best to secure your personal information where we can.

10. Your Privacy Rights?

In some regions, like the European Economic Area (EEA), United Kingdom (UK), Switzerland, and Canada, you have certain rights under applicable data protection laws. You may review, change, or terminate your account at any time. These may include the right:

- to request access and obtain copies of your information,
- to request your personal information to be erased;
- to block us from processing your personal information;
- If applicable, data portability; and
- not to be subject to automated decision-making. You can make such a request by reaching us by using the contact details in this policy.

Easy Verify ID reserve the right to refuse above mentioned requests under certain circumstances, for more information please see our retention policy [here](#).

11. How Can You Communicate with Us About This Notice?

We will consider and act upon any request in agreement with applicable data protection laws. You also have the right to complain to your Member State data protection authority or UK data protection authority, if you're located in the EEA or UK and you believe we're unlawfully processing your personal information.

If you have questions or comments about this notice, you may contact us at

Email: team@groupias.co.uk

Phone Number: +44 (0) 1254 916 919

12. Cookie Policy

Easy Verify ID ("we", "our", "us") use cookies on the website <https://easyverifyid.co.uk> (the "Service"). By using the Service, you consent to the use of cookies in accordance with this Cookies Policy.

When you use and access the Service, we may place a number of cookie files in your web browser.

We use cookies for the following purposes:

- To enable certain functions of the Service: We use cookies to enable certain functions of the Service, such as user authentication, account management, and preferences storage.
- To provide analytics: We use cookies to provide analytics, enabling us to monitor and analyse the use of our Service.
- To store your preferences: We use cookies to store your preferences and settings, such as language preferences, and to personalise your experience on our Service.
- For advertising: We may use cookies to show you relevant advertising both on and off the Service and to measure the effectiveness of the ads.
- To improve user experience: This website uses cookies to better the user's experience while visiting the website. On your first visit to our website, there will be a pop-up box that directs you to our Privacy Policy. You can either close the box and continue to use our website, or exit. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

Types of cookies used

- Essential cookies: These cookies are essential to provide you with services available through our Service and to enable you to use some of its features. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.
- Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Service but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.
- Analytics and customization cookies: These cookies collect information that is used either in aggregate form to help us understand how our Service is being used or how effective our marketing campaigns are, or to help us customise our Service for you. This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save, or collect personal information. You can read Google's privacy policy [here](#) for further information.

- **Advertising cookies:** These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.
- **Social networking cookies:** These cookies are used to enable you to share pages and content that you find interesting on our Service through third-party social networking and other websites. These cookies may also be used for advertising purposes.

Third-party cookies

In addition to our own cookies, we may also use various third parties' cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on. These third-party cookies may include:

Google Analytics: Used to track and report website traffic. Google Analytics stores cookies on your device to help us understand how you use our Service.

Google Ads: Used to deliver targeted advertisements to users.

External vendors: Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links, or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved, or collected.

Your choices regarding cookies

When you first visit our website, you will see a pop-up box that gives you the option to approve or deny cookies and a link which directs you to our Privacy Policy. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

If you prefer to avoid the use of cookies on the Service, you must disable the use of cookies in your browser and then delete the cookies saved in your browser

associated with this website. You may use this option to prevent the use of cookies at any time.

If you do not accept our cookies, you may experience some inconvenience in your use of the Service, and some features may not function properly.

Browser settings: You can configure your web browser to refuse cookies or to indicate when a cookie is being sent. The "Help" feature on most browsers provides information on how to accept cookies, disable cookies, or notify you when receiving a new cookie.

If you have any questions about this Cookies Policy, please email us on team@groupias.co.uk