

Privacy Policy

Effective Date: 1st August 2026

Introduction

At **Louise Bowler Business Support by SmartPA** ("we", "our", or "us"), we are committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, make an enquiry or use our services. We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who We Are

Louise Bowler Business Support by SmartPA provides professional business support services to businesses across the UK.

Our services include:

- Executive and Virtual Assistant support
- Business administration
- Finance and bookkeeping support
- CRM implementation and management
- Business process improvement
- Operational support
- Project coordination

Data Controller

Louise Bowler Business Support by SmartPA

Website: www.louisebowler.com

Email: louise.bowler@smartpasupport.com

Information We Collect

Depending on how you interact with our website and services, we may collect:

- Name
- Company name
- Job title
- Email address
- Telephone number
- Information contained within your enquiry
- Appointment details
- Marketing preferences

We may also collect technical information including:

- IP address
- Browser type
- Device type
- Pages visited
- Date and time of your visit
- Referring website
- Website usage information

How We Collect Your Information

We collect personal information when you:

- Complete a contact form on our website.
- Book a discovery call or meeting through Microsoft Bookings.
- Contact us by email or telephone.
- Subscribe to our newsletter.
- Engage with our services.
- Connect with us through LinkedIn or other professional networking platforms.

We also use cookies that are necessary for the operation of our website and any features you choose to use.

How We Use Your Information

We use your information to:

- Respond to your enquiries.
- Arrange meetings and discovery calls.
- Provide quotations and proposals.
- Deliver our services.
- Manage client relationships.
- Send newsletters and service updates where you have requested them or where we are permitted to do so.
- Improve our services and website.
- Meet our legal, regulatory and accounting obligations.

We will only process your personal information where we have a lawful basis to do so.

Lawful Basis for Processing

Under UK GDPR, we rely on one or more of the following lawful bases:

- Your consent.
- Performance of a contract.
- Taking steps at your request before entering into a contract.
- Our legitimate business interests, provided these do not override your rights and freedoms.
- Compliance with our legal obligations.

Marketing Communications

If you subscribe to our newsletter or request information about our services, we may occasionally send you business updates, helpful resources and information about our services.

You can unsubscribe from marketing communications at any time by using the unsubscribe link within our emails or by contacting us directly.
We will never sell your personal information to third parties.

How We Store Your Information

Your information is stored securely using trusted business systems, which may include:

- monday.com (CRM and client management)
- Microsoft 365, including Microsoft Outlook and Microsoft Bookings
- Email hosting providers
- Accounting software
- Secure cloud storage

Some of our service providers may process data outside the United Kingdom. Where this occurs, appropriate safeguards are in place to protect your personal information in accordance with UK GDPR.

Sharing Your Information

We do not sell or rent your personal information.

We may share your information with trusted service providers where necessary to operate our business, including:

- Website hosting providers
- Microsoft 365 (including Microsoft Bookings)
- monday.com
- Accounting software providers
- IT support providers

These providers process personal information only on our instructions and are required to comply with applicable data protection legislation.

Where appropriate, information may also be shared with SmartPA where this is necessary to deliver services through the SmartPA network.

How Long We Keep Your Information

We only retain your personal information for as long as necessary.

Typical retention periods include:

- Website enquiries – up to 12 months.
 - Client records – normally six years after the end of our business relationship to meet legal, tax and accounting requirements.
 - Newsletter subscriptions – until you unsubscribe or ask us to remove your details.
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Cookies

Our website uses cookies to improve your browsing experience and to enable essential website functionality, including Microsoft Bookings where you choose to book an appointment.

Where required by law, you will be asked for your consent before non-essential cookies are placed on your device.

You can control or delete cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of the website.

Security

We take appropriate technical and organisational measures to protect your personal information against unauthorised access, alteration, disclosure or destruction.

Although we take every reasonable precaution, no method of transmitting information over the internet can be guaranteed to be completely secure.

Your Rights

Under UK GDPR, you have the right to:

- Request access to your personal information.
- Request correction of inaccurate or incomplete information.
- Request deletion of your information where appropriate.
- Request restriction of processing.
- Object to processing based on legitimate interests.
- Request a copy of your personal information in a portable format where applicable.
- Withdraw your consent at any time where consent is the legal basis for processing.

To exercise any of these rights, please contact us using the details below.

SmartPA Network

Louise Bowler Business Support operates as an independent SmartPA Partner.

Where services are delivered in collaboration with SmartPA, personal information will only be shared where necessary to provide the agreed services and always in accordance with UK GDPR and appropriate contractual arrangements.

Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices of those websites and recommend that you read their privacy policies before providing any personal information.

Contact Us

If you have any questions about this Privacy Policy or how we process your personal information, please contact:

Louise Bowler Business Support by SmartPA

Website: www.louisebowler.com

Email: louise.bowler@smartpasupport.com

Complaints

If you have any concerns about how we process your personal information, please contact us first so that we have the opportunity to resolve the issue.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office (ICO)

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

Telephone: 0303 123 1113

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, technology or our business practices.

Any updates will be published on this page, and the revised policy will take effect from the date it is published.
