

PRIVACY NOTICE FOR LANDLORDS

HOW WE USE PERSONAL INFORMATION

PRIVACY PROMISE

1. We promise to keep your information safe.
2. We promise not to sell it.
3. We give you ways to manage and review your marketing choices at any time.
4. We keep a record of when and how we get consents and what you were told at the time.

HOW THE LAW PROTECTS YOU

The law says we must have one or more of these reasons to collect your data

1. To fulfill a contract with you.
2. When it is our legal duty.
3. When it is in our legitimate interest (for the purpose of letting).
4. When you consent.

Transparency means you have the right to be informed about how we will use your data.

GROUPS OF PERSONAL INFORMATION

FINANCIAL - Your financial position, status and history.

CONTACT - Where you live and how to contact you.

TRANSACTIONAL - Details of payments you make to us and we make to you.

CONTRACTUAL - Details about the products or services we provide to you.

COMMUNICATIONS - What we learn about you from letters, emails and conversations between us.

DOCUMENTARY DATA - e.g. copies of ID.

CONSENTS - How you agree we can contact you.

NATIONAL IDENTIFIERS - e.g. National Insurance Number, Relevant Inland Revenue information for landlords living outside of the UK.

We collect Data from Third Parties such as social networks, fraud prevention agencies, public information services.

WE MAY SHARE THIS INFORMATION WITH

1. HMRC, Regulators and other authorities.
2. Credit Reference Agencies.
3. Fraud Prevention Agencies.
4. Any party linked to you (e.g. Joint owners).
5. If we sell our business we will only do this if they agree to keep your information safe.



The UK Association of Letting Agents



The UK's number one property website



HOW LONG WE KEEP INFORMATION

1. We will keep it as long as you are a client.
2. After you stop being a client we may keep data for up to 10 years for one or more of the following reasons:-
 - To respond to questions or complaints or
 - To show why we have treated you fairly or
 - For historical research and statistical purposes or
 - Inland revenue or other financial purposes.

You can contact us by writing to us at 134 Knightthorpe Road, Loughborough, LEICS, LE11 5JU or emailing. You can also ask us to correct any information you believe to be incorrect. We do not have to provide information where the request is disproportionate or has already been given previously.

WHAT IF YOU ASK US TO STOP USING YOUR PERSONAL INFORMATION?

This is also known as "The right to be forgotten". There may be legal or other reasons why we need to keep or use your data. In such cases we can restrict the use of your data to legal claims or to exercise legal rights.

YOU CAN WITHDRAW CONSENT BY WRITING TO US AT 134 KNIGHTTHORPE ROAD, LOUGHBOROUGH, LEICS, LE11 5JU.

YOU CAN COMPLAIN TO US IF YOU ARE UNHAPPY WITH HOW WE HAVE USED YOUR PERSONAL INFORMATION AT 134 KNIGHTTHORPE ROAD, LOUGHBOROUGH, LEICS, LE11 5JU.

YOU CAN ALSO COMPLAIN TO THE INFORMATION COMMISSIONERS OFFICE. FIND OUT ON THEIR WEBSITE HOW TO REPORT A CONCERN.

ADDITIONALLY

VITAL INTERESTS - We can pass on details in an emergency e.g. medical care if you are physically or legally incapable of giving consent.

FEES

We may charge a reasonable fee when a request is made for documents already provided. We must supply information without delay and in any event within one month. This can be extended by up to 2 months if during that month the request is considered complex and/or numerous, and if we do we have to explain why.

We must verify the identity of the person making the request using "reasonable means".

DATA PROTECTION IMPACT ASSESSMENT

This will allow an organisation to identify and fix problems at an early stage.

Further guidance see ICO [Conducting privacy impact assessments code of Practice](#).