

## **Privacy & Cookies Policy**

This privacy notice sets out how we will process personal data we collect from or about you, or which you provide to us. Please read this notice carefully to understand why data is being collected and what we do with that data.

Our website and services may contain links to independent websites which are not provided by us. Such independent sites are not under our control, and we are not responsible for and have not checked and approved their content or their privacy policies.

We may change the privacy notice from time to time by amending this page.

For the purpose of the Data Protection Act 1998 and General Data Protection Regulation EU 2016/679, the data controller is The Property Group (2010) Ltd trading as Mayfair Town & Country, Simon Williams Mayfair, Tamlyns Sales & Lettings, Berrymans, Hobbs & Webb. The company is registered in England under company number 7330707, whose registered address The Hub, Warne Road, Weston-super-Mare, North Somerset, BS23 3UU.

### **What type of information will we collect from you?**

The personal information we collect from you will typically include the following:

- Full name and contact details (including your contact number, email and postal address)
- Information relating to your identity where we are required by law to collect this to comply with the Money Laundering Regulations 2017 and the Immigration Act
- Information on your close connections where we are required to conduct conflicts of interests under regulatory obligations
- Your banking details where required such as where you are letting a property or, where renting, to set up an approved tenancy deposit account for you and arrange for rental payments
- Information on any access requirements you have necessary to enable us to find suitable properties for you, which may consist of special category personal data comprising details of any disability or other health information about you
- Details about your areas of interest where we wish to send you marketing information about similar products and services
- Usage information about your visits to our website (which enable our website to remember information about you and your preferences) and use of our site. [Please read our 'Cookie Policy' for further details.] This may include information about your visit, including [the full Uniform Resource Locators (URL),] [clicks through to and from our site (including date and time),] [products you viewed or searched for] [page response times,] [download errors,] [length of visits to certain pages,] [page interaction information (such as scrolling, clicks, and mouse-overs),] [methods used to browse away from the page,] [OTHER] and any phone number used to call our customer service number
- Other technical information, including what devices you use to connect to our App, device location data where this function is not disabled by you on your device, [the Internet protocol (IP) address used to connect your computer to the Internet,] [your login information,] [browser type and version,] [time zone setting,] [browser plug-in types and versions,] [operating system and platform
- Your communications with us, including a record of the email or telephone correspondence created when you contact us as part of a product or service query

Where we need to collect personal data by law (for example to meet our obligations to prevent fraud and money laundering) or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our services). In this case, we may

have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

### **On what basis can we process your information?**

The legal grounds under data protection legislation for processing your personal data are as follows:

- It is necessary for the performance of a contract to which you are a party, or to take steps prior to entering into a contract with you, for us to provide you with our products and services
- You have given us explicit consent to the processing of your personal data for one or more specific purposes, namely 1) where you have given us consent to receive electronic marketing by us and/or 2) to process your Special Category Personal Data described above. You do not need to provide us with marketing consent in order to receive our services
- It is necessary for the purposes of our legitimate interests, except where our interests are overridden by the interests, rights or freedoms of affected individuals (such as you). To determine this we shall consider a number of factors, such as what you were told at the time you provided your data, what your expectations are about the processing of the data, the nature of the data, and the impact of the processing on you. Our legitimate interests include processing necessary to improve and to promote our services and product and to better understand our customers' interests and knowledge of the property market and to administer the technical aspects of our service and products
- Where we need to comply with a legal obligation; or in rare circumstances
- Where we need to protect your interests (or someone else's interests); and/or
- Where it is needed in the public interest or for official purposes

### **What are we going to do with your information?**

We will hold and use personal information about you in the following ways:

- To fulfil our obligations to you when providing you with our property services
- To share your information with others where necessary to fulfil our property services for you or where acting as agent for a third party on your behalf
- To comply with our statutory and regulatory obligations, including [verifying your identity, prevention of fraud and money laundering and to assess your credit worthiness]
- Communicate with you during the course of providing our services, for example with your enquiries and requests
- Statistical purposes so we can analyse figures to help us manage our business and plan strategically for the future
- To provide you, or to enable [third parties] to provide you, with information about goods or services we feel may interest you, where you have provided permission for us to do so or, if you are an existing customer only, where we choose to contact you by electronic means (including e-mail or SMS) with information about our own goods and services similar to those which you have already obtained from us or negotiated to obtain from us . For those marketing messages you can unsubscribe at any time
- Track your use of our service including your use of our App in order to improve these
- To notify you about changes to our service
- To ensure that content from our site is presented in the most effective manner for you and for your computer

### **How long we keep your data for**

We will retain your personal data for different periods depending on the service you have chosen to use us for, which may be a longer period than that for which we need to hold your data to provide those services, i.e. where we are under regulatory or statutory duties to hold your data for a longer period or need to retain it in the event of a legal claim or complaint.

## **Who your information will be shared with**

We will pass your details to the following organisations (our “data processors”) who carry out certain activities on our behalf as part of us providing our services: Goodlord, credit reference and fraud prevention agencies, cloud computing host providers, technical support service providers, advertising networks services, maintenance contractors, local councils, utility providers.

We will also pass your details where necessary to your property solicitors and those of the other party to your transaction. We will also disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If our company or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation, or to protect the rights, property, or safety of our company, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We will not share your information with third parties for marketing purposes without first obtaining your prior consent.

## **Security of your data**

Your data will be held on secure servers within the European Economic Area ("EEA") with all reasonable technological and operation measures put in place to safeguard it from unauthorised access. Where possible any identifiable information will be encrypted or minimised.

If we have given you a username and password which enables you to access certain parts of your matter on our systems, you are responsible for keeping it confidential. Please do not share it with anyone.

## **Your rights**

### **How you can access and update your information**

You have a right to request a copy of the personal information we hold about you, known as a data subject access request. You also have the right to request that information we hold about you which may be incorrect, or which has been changed since you first told us, is updated or removed. These requests are free of charge although a charge may apply in accordance with the General Data Protection Regulations when a request is manifestly unfounded or excessive, particularly if it is repetitive. Your request can be sent to Anna Tucker, Head of Compliance, The Property Group (2010) Ltd, The Hub, Warne Road, Weston-super-Mare, North Somerset BS23 3UU.

### **How you can request erasure of your data**

You can ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where you have withdrawn consent for us to process it (as explained below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

## **How you can withdraw your consent**

You have the right at any time to withdraw any consent you have given us to process your personal data. Please note if you withdraw your consent it will not affect the lawfulness of any processing of your personal data we have carried out before you withdrew your consent. Should you wish to do so you can change your consent preferences at any time by contacting us: Anna Tucker, Head of Compliance, The Property Group (2010) Ltd, The Hub, Warne Road, Weston-super-Mare, North Somerset BS23 3UU.

## **How you can restrict or object to us using your data**

You can ask us to suspend the way in which we are using your information in certain scenarios, or object to our processing your data where we are relying on a legitimate interest ground (or those of a third party) and you feel it impacts on your fundamental rights and freedoms, or where we are processing your personal data for direct marketing purposes. In some cases where you object, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Please note that if you want us to restrict or stop processing your data this may impact on our ability to provide our services. Depending on the extent of your request we may be unable to continue providing you with our service.

Any queries or concerns about the way in which your data is being used can be sent to Anna Tucker, Head of Compliance, The Property Group (2010) Ltd, The Hub, Warne Road, Weston-super-Mare, North Somerset BS23 3UU.

## **Moving your information to another organisation**

In the event that we process your data by automated means where you have either provided us with consent for us to use your information or where we used the information to perform a contract with you, you have the right to request that we send to you or to another organisation, a copy of the personal data we hold about you, for example when you are dealing with a different service provider. If you would like us to move, copy, or transfer your information please let us know by email to [anna.tucker@thepropertygroup2010.co.uk](mailto:anna.tucker@thepropertygroup2010.co.uk). We will respond to you within one month after assessing whether this is possible, taking into account the technical compatibility with the other organisation in question.

## **Complaints about the use of your personal data**

If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated by writing to Anna Tucker, Head of Compliance, The Property Group (2010) Ltd, The Hub, Warne Road, Weston-super-Mare, North Somerset BS23 3UU.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the UK data protection regulator, the Information Commissioner's Office. Further details can be found at [www.ico.org.uk](http://www.ico.org.uk) or 0303 123 1113.

## **Cookies Policy**

When you visit one of our websites, we may send you a cookie. A cookie is a small file which is placed on your computer or device to enable us to identify your device or allow the website framework to run effectively. We only use cookies that are **strictly necessary** to enable you to move around the site, to provide certain basic features, to enhance the **functionality** and to improve the **performance** of the website.

**Cookies that may be used on our website:**

Strictly necessary cookies. These are cookies that are required for the operation of our website. Without the use of these cookies most parts of our website would not function.

Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily and identify any areas that may need maintenance.

Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Third party cookies. We may embed photos and video content from third party websites. Pages with this embedded content may present cookies from these websites. If you use one of the share buttons, a cookie may be sent by the service you have chosen to share content through. We do not control the dissemination of these cookies and this tool will not block cookies from those websites. You should check the relevant third party website for more information about these cookies.

**How to control the use of cookies**

You are not obliged to accept cookies and may modify your browser so that it will not accept cookies. The browser you use to surf the web not only allows you to see the cookies that you have got but also allows you to control their use.

You can control them by allowing them, deleting them individually or deleting all of them. You can also set your browser to not accept cookies altogether. If this option is selected, you should be aware that many websites will not function properly or at all. It may be possible to set your browser to not accept cookies and ask for your consent before each cookie is set on your device. This gives you control over what is set on your device, however has the drawback of slowing down your browsing experience.

There are different levels of control too. You are able to prevent just third party cookies being deployed, effectively opting out of behavioural advertising, and some even allow you to block specific companies you do not wish to deploy a cookie, instead of selecting all companies.

In order to manage your cookies, please follow steps provided by the browser you are using e.g. Google Chrome, Internet Explorer, Safari, Firefox etc..

**Useful information about Cookies**

Further information about cookies can be found on the following websites:

[All About Cookies](#)

[Information Commissioners Office](#)

[Microsoft Cookies Guide](#)