

## **Privacy Policy**

Home Estates is committed to ensuring that your privacy is protected and our use of your personal information is governed by this Privacy Notice. On this site "Home Estates", "our", "us" and "we" refers to Home Estates Limited, which collect and use your information in the manner set out in this Privacy Notice. Any reference to "you" or "your" refers to anyone whose personal information we process. Our registered office is: 107 Chanterlands Avenue, Hull HU5 3TG

### **1. Personal information**

Personal information is any information that tells us something about you. This can include information such as name, contact details, date of birth, bank account details or any information about your needs or circumstances which would allow us to identify you.

### **2. Where we get personal information from**

We use different methods to collect data from you. We collect personal information when you enquire or register for products and services provided by Home Estates. We collect information directly from you, either face to face when you walk into our branch or when we visit you at your premises, by telephone, email or through the internet. We may collect information about you via third parties or publicly available sources. We never ask for personal data related to your racial or ethnic origins, political opinions, religious or sexual orientation unless its required through a legal obligation.

### **3. What information we collect**

As a business we collect, use, store and transfer different types of personal information depending on who you are and what service we are supplying. We collect your personal information in order for us to provide you with our services. The personal information we collect and use may include:

- Identity Data: full name, date of birth, title, marital status, information about your family
- Contact Data: Postal Address, delivery address, property address, email address, telephone numbers
- Financial Data: Bank account and payment details, earnings and outgoings
- Your communication and marketing preferences

If we are providing a service to you, where we are required by law we will collect information relating to your identity which will be in the form of photographic identification (passport, driving licence) and one form of proof of residency (utility bill or bank statement).

Depending on the service we provide to you, we may ask for the following:

Your bank/building society details to allow us to set up your rental payments.

We may request to see evidence of funding and the source of any funds being used.

For customers using mortgage services, we will require financial data to establish affordability

We may during the course of your relationship with us, request additional data from you which is relevant to the provision of specific services.

We may also collect information about you when you visit our web site. Cookies record your preferences when using our site, we may collect information about your device and browser and operating system, your IP address, the web pages you visit on our websites and any embedded links you view.

#### **4. How we use your personal information**

We are only permitted to use your personal information if we have a legal basis for doing so.

- Where we need information to perform the contract we have entered into with you.
- Where we need to comply with a legal obligation.
- Where the processing is necessary for us to provide a service to you which you request.

We will use your contact information to keep you informed about suitable properties, products and services, this may involve sharing your information with carefully selected third party companies, in order to fulfil your requirements.

We use your personal information for the purpose of fulfilling our obligations to you, to let or sell your property, or if you are a buyer or tenant for the purpose of arranging a contact for sale or lease for you.

If you are purchasing a property we are acting as agents for, we will share your personal information with your appointed solicitor, the solicitor acting for the other side and the buyer in order to facilitate the sale or purchase.

If you are renting a property we are letting agents for, we will share your personal information with third party referencing agency so that they can check your suitability to rent, we will also share your personal information with the landlord of the property if we are not the managing agent.

We will use your personal information to protect against and prevent fraud, unauthorised transactions, money laundering, tax evasion, claims, other liabilities and manage risk exposure and agent integrity, compliance and security of business processes.

We may also use your personal information to contact you by telephone, email or post to provide you with information about products and services from us, or carefully selected third parties which we feel may be of interest to you. You have the opportunity to opt out of receiving this information at any time.

We may share your personal information with any persons working for Home Estates on a need to know basis to ensure we are able to perform our obligations to you.

#### **5. Lawful basis of processing**

Home Estates requires your information to process your information under any of the following lawful conditions:

- Performance of a contract - this is where the collection and processing of your personal information is necessary to fulfil the terms of our contract with you.
- Legal obligation - this is where the collection and processing of your personal information is necessary for us to perform certain duties which is prescribed by law, for example identity and fraud prevention.

- Consent - means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which you, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to you.
- Legitimate Interest - This is where it is necessary to support the legitimate interests of our business in operating our site and providing estate agency services to meet your needs, in all such cases, we will look after your information at all times in a way that respects your privacy rights and you.

## **6. Data retention**

We will keep your personal information for as long as is reasonably necessary in accordance with applicable laws and regulatory obligations. As we collect data for different reasons, there is not a single retention period for all data. We instead carefully assess the length of time we retain data according to the processing purpose and to comply with our legal obligations. When data is no longer required for the purpose of processing it is securely removed from our systems and or from any other area where it has been securely stored.

## **7. How we communicate with you**

We will use your information you provide, to keep you informed about products and services which we provide and which we believe you may be interested in. We give you choices about how we communicate with you, we will only contact you by the methods you have consented to. You can stop receiving communications from us by following the opt-out instructions provided by email or by informing our staff by telephone or by contacting our office. You can also request to change your preferences at any time.

## **8. Your rights in relation to your personal information**

You have a number of rights concerning the personal information we use. These are:

- Ask us for the personal information we hold about you.
- Ask that any inaccurate information we hold about you is corrected.
- Ask that we delete the personal information we hold about you.
- Ask that we stop using your personal data for certain purposes.

The rights listed above may apply in certain circumstances and so we may not always be able to comply with your request to exercise these rights. We will usually respond to a request to exercise your rights as quickly as it is practicable (approximately 7 to 10 days) however it may take longer if your request is complex.

If you wish to make a request for access to a copy of your personal information please write to Home Estates Limited, 107 Chanterlands Avenue, Hull HU5 3TG or email [info@homeestates-hull.co.uk](mailto:info@homeestates-hull.co.uk). We will acknowledge your request and let you know what we will need from you to carry out your request.

## **9. Complaints**

If you have any complaints about the way we use your personal information please contact us first so that we can attempt to resolve any issues, however you have the right to contact the Information Commissioners Office (ICO) if you believe there is a problem with the way we are handling your personal information.

## **10. The use of Cookies**

A cookie is a small text file that is downloaded onto your computer when you visit certain websites and allows a website to recognise a user's computer. Cookies are used to help users navigate websites more efficiently and to perform certain functions, as well as provide information to the owners of the website. Your web browser may allow you to restrict or delete cookies set by websites. You can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) which will provide general information about cookies and how you can manage them on your computer.

We may collect the following information:

- Information about your device browser and operating system.
- Your IP address.
- The web pages you visit on our site.

We may use Google Analytics to provide us with information about your visit to our website, you can opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## **11. International Transfers**

We do not transfer your personal information to other countries outside of the EU as they do not offer the same protection as we have in Europe.

## **12. Keeping your personal information safe**

We are committed to protecting your personal information. We implement appropriate technical and organisational measures to help protect the security of your personal information. We have implemented various policies to guard against unauthorised access and unnecessary retention of personal information in our systems.

## **13. Changes to this privacy policy**

We may occasionally make changes to this policy, so we suggest that you review this notice from time to time. please, therefore, make sure you read any such notice carefully.

## **14. How to contact us**

Thank you for reading our Privacy Policy. If you have any questions about this policy, please contact our data Protection Officer by email at [info@homeestates-hull.co.uk](mailto:info@homeestates-hull.co.uk) or by post to:  
Homes Estates Limited, 107 Chanterlands Avenue, Hull. HU5 3TG. or by calling 01482 440244