

1. About Us

This is the privacy notice of Property Sales Services Ltd relating to the Golden Mede development in Waddesdon, and our role as Sales Agent for Golden Mede Development Company Ltd (GMDC). It applies however to all operations within the business except where stated otherwise. This notice also applies to you if we process your personal information.

Our ICO registration is ZB085914.

The phrases “us”, “we” or “our” relate to Property Sales Services in all of its operational activities/areas.

2. What data about you do we collect?

When you make an enquiry about one of our homes or services, book an appointment or viewing, complete a survey or feedback form from our website we will collect and retain information that you have provided to us, including some or all of the following:

- your contact details (name, email, phone numbers, address)
- your communication preferences
- the type and price of home you are looking for
- the home you currently live and its status
- why and when you want to move
- some demographic information about you including age range, household type, profession
- the source of your enquiry
- any information you provide through a feedback or survey form

We require this information to effectively follow up your enquiry and meet your needs. If you do not provide adequate information, we may not be able to do this.

You do not have to provide any data information to use our website, however, certain sections of the website, or services provided within the website, may not be accessible if you choose not to share any information with us.

If you enquire via a third party (e.g., Rightmove or Zoopla), the third-party provider, with your permission, will pass the details you gave them to us in order for us to provide you with further information.

We may also collect data from social media sites (such as Facebook, Twitter, Instagram, Pinterest and YouTube).

As we follow up your enquiry we will process further information, including:

- your ability to rent or purchase, including financial resources, and any assistance you may require

- notes on conversations and meetings you have had with us
- any correspondence we send and/or have received from you

If you consult an Independent Financial Advisor (IFA) in furthering a purchase, we will process any information you have agreed they can share with us relating to your mortgage in order to process your new home purchase. The IFA will also confirm that they have verified your financial documents; however, we do not hold copies of these documents.

If you decide to start the process of renting or purchasing a home through us, we will process further information on:

- details of your new mortgage (if you require one)
- details about the sale of your current house (if there is one)
- contact details of your solicitor, and estate agent if used
- information required to complete a rental application/tenant referencing process
- information required to support any equity loan scheme (such as Help to Buy)
- the dates on which various activities in the process of renting/purchasing a home occurred

If purchasing a home our conveyancer will send contract documents to your solicitor, respond to their queries and process any information they or you may provide in furthering the sale to you of your new home, including:

- contract terms, deposit payments
- enquiries and responses
- certified copies of your passport, driving licence and/or utility bill as required by UK Finance to support money laundering/fraud legislation
- a marriage or death certificate in some circumstances to prove succession of title
- a check on HM Treasury's Financial Sanction list for evidence of criminal activity

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

Any telephone calls either to or from us may be recorded for training, monitoring, compliance and security.

Where we engage third party service providers, we require them to securely protect your information, and not to use it for any other purpose. When engaging them to provide products or services (such as remedies of repairs and maintenance issues) or other business services and operations, we provide them with only the personal information they need to perform the service required.

3. How do we use your personal data?

We are required to have a legal basis for processing your personal information. These are most commonly:

- to perform or take steps to enter into a contract with you

- to comply with a legal obligation
- where we have your explicit consent, freely given
- where it is necessary for our legitimate interests, and these are not overridden by your rights and interests

When you make an enquiry, we will use the personal information we hold about you to take steps towards entering into a contract with you such as to:

- follow up your enquiry and provide further information you have requested about any of the properties you have shown an interest in
- determine which properties may suit your needs, based on the information you provide
- we will make you aware of new sales/rental releases, offers, events, promotions and other marketing information based on your consent
- we will use your personal information to tailor our products, understand how you heard about us, improve our website and adapt our marketing channels as we have a legitimate interest to do this

As you progress to reserving a home we will use your personal information, including passing it to third parties (including property developers/housebuilders we are instructed by to sell homes on behalf of), to take further steps towards entering into a contract with you such as to:

- assist you with selling your own home
- help you with the processing of any mortgage or equity loan you may need, including the valuation of the home you are purchasing

We will also use your personal information to comply with our legal obligations, for example to:

- establish your identity
- comply with money laundering and fraud legislation
- administer Right to Rent checks
- prove succession of title

And when you have purchased/rented a home through us we may use your personal information to:

- allow property developers and housebuilders to provide after-occupation support in performance of any contract or service obligation with you
- obtain customer feedback on your home and the purchasing/rental process based on our legitimate interests
- inform you about further homes and news, with your consent

We may use your information to tailor our marketing activity based on your interests and preferences. As part of your journey with us we may provide you with links to other relevant products and services available from our partners. By making these links available, we are not endorsing third-party websites, their content, products, services or the owners of these third-party websites. It is your responsibility to make sure that you obtain any information which may be relevant to making a decision, and that you read the privacy and security policy on such third-party websites.

From time to time, we may outsource our customer research activities to third parties and invite you to take part. Any information or material collected by third party customer researchers about you may be used by us for both marketing and business purposes.

We will not use your information to carry out any automated profiling that could have a legal effect on you.

4. What is our policy on retaining your information?

You may unsubscribe from our marketing activities, and/or state that you are no longer interested in our homes, at any time by contacting us and stating your decision.

However, we will retain records of your name, postcode, the date of your first enquiry, the history of the consents you have given and our communications (including any email correspondence between you and us concerning your enquiry) for a period of up to seven years in accordance with good practice.

If you have purchased or rented a home from us, we will retain your personal information relating to the transaction for up to a period of seven years.

We will generally retain emails for seven years and this may include any information that you have provided.

We will keep your information for as long as is reasonably necessary for the purposes set out in this privacy notice, and to fulfil our legal and regulatory obligations.

5. Who do we share your personal information with?

We will take reasonable steps to ensure that any third party we pass your personal information to protects and respects your information and complies with the relevant regulations.

We may share your information both within the business and also with relevant third-party business partners such as GMDC, both for the purposes set out in this Privacy Notice, or for other purposes approved by you.

We may pass your contact details and details of the home you would like to purchase to an IFA so they can confirm you are in a position to purchase the home, and, when you are ready, so they can arrange finance (a mortgage) to enable you to purchase the home, but only with your prior agreement.

We will also pass your details and the details of the home you are buying to our own conveyancers, and to your chosen solicitors.

If you are purchasing using a government scheme (e.g., Help to Buy) we will pass necessary details about you to the government agency concerned.

If you choose to rent a home through us, we will pass the necessary details about you to referencing/credit checking companies as required by the landlord of the property you wish to rent.

To enhance your customer service experience, we may record and send videos to you at various points in your journey. For example, this may be to highlight the build progress of a new home or to simply confirm an appointment. To provide this service we may need to pass recorded footage of your property together with your contact details to a 3rd party provider who administers this service.

We may pass your contact details to third parties to provide feedback from you on your new home and the sales or rental process for our legitimate interests and industry-wide reporting unless you exercise your right to object.

6. Your rights

In accordance with the EU General Data Protection Regulations (GDPR) effective from 25th May 2018, you have the right to access the information we hold about you, to correct it, erase it, ask us to discontinue or restrict processing it, to object to how we are using it, the right to data portability and the right to withdraw any consent previously given.

We will acknowledge your request and let you know what we will need from you to carry out your request. Every effort will be made to respond to or comply with your request as quickly as possible, and we will ensure our systems are updated as soon as is practicable in response to your request.

Not all of these rights are absolute rights, and they may be subject to exceptions. Also, it is unlikely that the right to data portability will apply to personal information regarding you that we process. However, the right to withdraw any consent previously provided or to object to direct marketing are absolute rights.

You may see information we hold about you, correct it and change your communications preferences by contacting us.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

7. Contact details

You may contact us if you have any concerns regarding how we use your personal information at elliott@property-sales-services.co.uk or by writing to us at Unit 6, 143 Station Road, Bamber Bridge, Preston, PR5 6LA.

If you still have a concern about how we process your personal information you also have the right to report it to the Information Commissioner's Office (ICO) – see <https://ico.org.uk/concerns>.