

Privacy Policy

Information Collected via our Website

Jennings Residential is committed to protecting the privacy and confidentiality of all individuals and takes its responsibilities regarding the security of data very seriously. We abide by the rules of the General Data Protection Regulation (GDPR) upheld by the Information Commissioner Officer (ICO). This includes processing any personal data lawfully, fairly and in a transparent manner.

We collect web usage information when you visit our website including information such as the date, time, page viewed or searched relating to your browsing activity. Where you have provided personal data we may collect web usage information to enable us to build a demographic profile.

We may also use web usage information to create statistical data regarding the use of our website. Where statistical data is produced, we may then use that data to help us assess the effectiveness of marketing campaigns, develop and deliver services and information to improve the overall effectiveness of our website. We may also use IP addresses to analyse trends, track users' movements and gather broad demographic information for our own internal use.

Within our website you can interact with us, if you so wish. Where you provide your personal data on our website it will be taken as a positive action that you would like us to contact you for the purpose as set out on our website.

Cookies

When you visit our website, we may store some information (commonly known as a cookie) on your computer. Cookies do not damage your computer. Cookies are pieces of information that a website transfers to your hard drive to store and sometimes track information about you. Cookies are specific to the server that created them. They cannot be accessed by other servers. You do not have to accept cookies. You can decide if you want to accept cookies by changing the settings on your browser to either accept, reject or notify you when a cookie is set. All cookies used by this website are used in accordance with current UK and EU Cookie Law.

Cookie Purpose

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website. Like most websites, our site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website. Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us.

Linking to Third Party Websites

We do not take responsibility for the privacy policies or practices of other sites, even where you access them using links from our website. You are advised to read the Privacy Notice of other websites prior to using them.

What Information do we collect about you if you are interested in our Services and why?

As part of our service, we will only collect information from you by phone, email or post and will confirm the accuracy of the data collated. It is important that all the data we hold on you is accurate so that we can advise and / or arrange suitable products or services that maybe suitable for you.

The types of information we will collect from you includes; contact details, occupation, income and expenditure, bank details, credit details and adverse financial history such as CCJs or bankruptcies. In addition, we may collect sensitive personal data such as medical conditions or criminal offence data where required to do so by law.

Where you provide your personal data on our website it will be taken as a positive action that you would like us to contact you for the purpose as set out on our website.

Contact Details received from a Third Party Lead Generator

Occasionally we may receive your contact details from a Third Party lead generator who you have expressed an interest in the products / services we have to offer. Where we use lead generators, we will request from them that they have obtained your consent and have made it clear to you that they will pass your details on to a firm such as ours and that you will be expecting us to contact you.

Information from Other Sources

We may obtain information from other sources such as public records, if required. This is to enable us to verify who you are or facts that you have told us are accurate.

Credit Checks

As part of our process, we may carry out checks with credit reference and fraud prevention agencies in order to verify your identity, assess your application for a quotation or credit. The checks may be against both public data (such as information from the electoral roll) and private data (such as your credit history). A record of the search will appear on your credit report. We may also carry out checks against data that we already hold on you such as data from existing products or account data.

How will we use this Information?

We will only use your data in ways that you would reasonably expect us to. Below summarises how we use your data:

- **Estate Agency Services** – Help with valuing, selling or buying your property and referring you to any of our mortgage, insurance, survey or conveyancing partners.
- **Lettings Services** – Help with letting your property or finding you a property to rent including services such as tenant referencing, credit checks, deposit protection, rent and maintenance collection, inventories, home inspection reports, energy performance certificates, utilities, renewal of tenancies, onward referencing and carrying out maintenance or emergency repairs through one of our approved contractors.
- **Legal and Regulatory Obligations** – Complying with relevant laws where we are obliged to disclose or retain certain information e.g. anti-money laundering and right to rent checks, addressing claims or complaints regarding your use of our services or internal and external auditing purposes. In the interests of improving our services, telephone calls may be monitored and / or recorded for training purposes and to assist us handling any claims or complaints. Where we record the call, you will be informed of this.
- **Improving our Services** – Keeping client records up to date, allowing us to customise the content which is presented to you based upon your likely interests and analysing website and cookie data to further improve our website and responding to your queries swiftly and effectively.
- **Marketing our Services to you** – Providing you with information on products and services which we believe to be relevant to you including on social media websites e.g. financial

services products or conveyancing services, when you have shown an interest in these with us.

- **General** – Taking payments for or collecting a debt for payments which are owed to us.

The Lawful Basis on which we use this Information

How we use your information (detailed above) we will do so using the lawful basis legitimate interests. We have decided upon this basis as it allows us to meet with the ICO and rules and is the most suitable lawful basis for processing data with a view to arranging services.

Who will it be shared with?

Where required we may forward your details onto regulatory authorities or fraud agencies where we have a legal obligation to do so to comply with our regulatory requirements or where fraud is suspected. We may do this under the lawful basis legal obligation.

To ensure that your requirements can continue to be serviced we may pass your personal data to another company, if the business or part of it (including sale of business assets) is bought or taken over by that company. This includes any preliminary discussions with the company about a possible sale or takeover.

What we will do to ensure the Security of Personal Information

We will not share any of the information you provide to third parties for marketing purposes or store any of your information outside of the European Economic Area. The information you provide will be held securely by us regardless of whether the information is in electronic or physical format. We use leading technologies and security measures to safeguard your information and keep strict security standards to prevent any unauthorised access to it.

How long will we retain your data?

We will only hold data for no longer than is necessary. Where we have arranged services on your behalf, we will keep your file including your personal data and any call recording on record for a minimum of six years. Where we need to hold your file for longer than this then we will inform you of this.

What are your Rights?

You have the right to:

- Be informed about how we use, share and store your personal information.
- Request access to the personal data we hold on you (also known as a Subject Access Request). Where a Subject Access Request is received, we will respond promptly and within one month from the date we receive the request.
- Request your personal data is amended if inaccurate or incomplete.
- Request your personal data is erased where there is no compelling reason for its continued processing and we do not have a legitimate interest to retain it.
- Request that the processing of your data is restricted.
- The right to object to your personal data being processed.

- Rights in relation to automated decision making and profiling.

Where the processing of your data is based on your consent, you have the right to withdraw this consent at any time by contacting us by phone or email. We do not use automated decision making or profiling systems.

Marketing

As part of our service, we like to keep our customers up to date with new products or offers that are available and maybe of interest. Therefore, we may contact you from time to time through email marketing, phone, text or other types of marketing material. If you wish to opt out of this at any point then please let us know.

Where we need your consent, we will ask for this separately. We do not use pre-ticked boxes or make assumptions that you have given your consent. Your consent must be freely given by positively opting in or making a clear affirmative action that you are giving your consent. We will do our very best to ensure you know exactly what you are consenting to and remind you that you may withdraw your consent at any time by contacting us by email or phone. Where consent is obtained a record of this will be made confirming what you have consented to, the time and date and how consent was obtained.

Customers: Our customers are important to us, however we appreciate that on some occasions you may wish to look elsewhere. If you do, we would like to stay in touch and therefore will ask for your consent in order for us to do so.

Potential Customers: Where you have expressed an interest in a service but have then decided not to proceed, we would like to keep in touch therefore will ask for your consent to do so in case a service may be of interest to you at a later date.

Right to Complain

We hope that the service you receive from us is to the high standard you would expect. If at any point you are unhappy with the way we have used your data then please notify: The Data Protection Officer by either email, post or phone below. If you remain concerned about the way we collect or use your personal data you can raise your concern with the Information Commissions Office (ICO) on 0303 123 1113. For further details you may visit the ICO website www.ico.org.uk

We will tend to disclose the complainant's identity to whoever the complaint is about, however if you wish your identity to remain anonymous, we will try to respect that.

Changes to the Information

We regularly review and, where necessary update our Privacy Notice. If we plan to use personal data for a new purpose our Privacy Notice will be updated and you will be notified.

How to Contact Us

If you wish to contact us about the above or any other matter then please contact the Data Protection Officer at:

Jennings Residential Ltd.
7, Bell Yard
London
WC2A 2JR

