

**Ashfield Yeovil Limited** (hereinafter known as AYL) is data controller in the respect of the personal data collected and processed via our website or through business related transactions. We collect, use and are responsible for certain information about you. When we do so, we are regulated under the European General Data Protection Regulation (2016/679) and the UK Data Protection Bill 2017 and any future changes in data protection legislation with which we will be required to comply. We are responsible as 'controller' of that personal information for the purposes of those laws. The person responsible for how we handle personal information is the Data Protection Officer. Please see below for details about how you can contact us.

## PRIVACY POLICY

AYL is committed to protecting your privacy. This notice, together with our terms and conditions and any other notices provided, explains why we collect your personal data and how it will be stored and processed. We will never collect, store or process personal data on anybody under the age of 18. We will not transfer your personal data outside of the EEA, except to a country offering the same level of protection for your data or where required to do so by law.

Any versions of this notice prior to May 2018 are now superseded.

## WHAT INFORMATION WE MAY COLLECT

As a business AYL, collect, share, use, store and transfer several types of data to be able to carry out essential services relating to renting or letting a property. To be able to provide our service we require personal data which may include:

- Contact data (name, billing address, delivery address, email address and telephone numbers)
- Transaction data (rent payments, application fees, ongoing reference charges, anti-money laundering)
- Technical data (digital signing, PropertyFile, operating systems, internet platforms and security systems)
- Identity data (name, marital status, title, date of birth, gender)
- Financial data (bank account and payment details)
- Marketing and communications data (your marketing preferences from us and our third parties and your communication preferences)
- Usage data (recorded telephone calls, answering systems, phone numbers you may use to contact us, website browsing – see cookie policy)

## HOW IS YOUR PERSONAL DATA COLLECTED

The way AYL collects data will vary depending on your circumstances. However, you may give us your identity, contact and financial data by personal visits, filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- Send property and viewing details;
- To start or continue an application to let or rent a property;
- Create an account on our website;
- Request marketing to be sent to you;
- Contact us through social media;
- Walk-in to our branch office;
- Provide feedback or enter any competitions;
- Prevent fraudulent or illegal activity;
- At networking or marketing events;
- Social Media.

## HOW IS YOUR PERSONAL DATA USED

- To be able to contact you;
- To provide you with client services and support in a contractual environment
- To prevent/detect fraud;
- To carry out referencing;
- To comply with any other laws and court orders;
- To verify your identity;
- To improve our service;
- To ensure the content from our website is presented in the most effective way for you and your computer;
- To manage how we work with other companies that provide services to us and our clients;
- To respond to complaints and seek to resolve them;
- To keep our records up to date;
- To manage fees and charges due on client transactions and to recover any debts due to us;
- To provide advice or guidance about related products and services with your consent;
- To contact you in the future, with your consent.

Whilst AYL carry out these duties, we will use identity, contact, transaction and financial data.

The lawful basis for processing the data of legitimate interest is to comply with our legal obligations as a business, to run and uphold a running contract with you.

It is important that all data held is accurate and up to date so please inform us of any changes to your information. You can update your contact preferences, update personal data, and rectify at any time by emailing [enquiries@ashfield-property.co.uk](mailto:enquiries@ashfield-property.co.uk) or calling 01823 330333 for further guidance.

## DISCLOSURES OF YOUR PERSONAL DATA

AYL may have to share your personal data with third parties, some of which are set out below, but this is not exhaustive. We have agreements in place with our third parties that restrict their use of your personal data. We only allow third parties to use your personal data for specified purposes and in accordance with our instructions.

- Rent4Sure;
- Verismart Inventories;
- Contractors.

## RELATED 3<sup>RD</sup> PARTIES

- Legal Advisors as required;
- Accountants as required;
- Mortgage Brokers as required;
- Law Enforcement or Government Agencies in connection with any investigation to help prevent or detect unlawful activity;
- Any person or agency if we need to share that information to comply with the law or to enforce any agreement we may have with you or to protect the health and safety of any person;
- Any person who you have named as a person we can contact to discuss your account;
- Any person who is your agent or representative, such as the holder of a power of attorney, a legal guardian or person administering a will.

Sometimes we are required to provide your details to further the contract with you and ensure services are maintained, you will be informed when this happens.

Passwords - Where you use a password to access any service provided by AYL this must be kept confidential and not disclosed to anyone else. We will never ask you for your password.

## PUBLIC SOURCES/THIRD PARTIES

AYL uses public sources and third parties that may provide us with your personal data. The information we would receive could be, and not limited to: contact, transaction and financial data

- Rightmove;
- Zoopla Property Group;
- Facebook;
- Instagram.

Identity and contact data from publicly available sources such as the Land Registry.

## SECURING YOUR DATA

AYL will protect your data to the best of their ability with reasonable and necessary security and in house procedures. If we become aware of a data breach, we will notify the ICO (Information Commissioner's Office) if required, within 24 hours of discovering the breach. If the breach is serious, we will also contact you direct. We will only allow access to your personal data with third parties who need to know it and where they are subject to confidentiality.

## MARKETING

You have the right to opt in or out of marketing exercises carried out by AYL and you will be asked to confirm this once a contract is agreed.

If you withdraw your consent for us to send you marketing messages, we will however still process your data to fulfil our contract with you in accordance with our accountancy, legal and regulatory obligations.

For third parties, please see their instructions on their website on how to unsubscribe.

## STORING YOUR DATA

Your file, which will include copies of all documents, letters, emails and telephone attendance notes, will be held by us for a period of 7 years from the closing of your file, which is necessary for the purposes of record keeping and statutory requirements. Thereafter, AYL will destroy your file without further correspondence to you. However, AYL will retain an electronic copy of your file on their system, under a closed file folder, permanently, unless requested to delete the same by you.

## YOUR LEGAL RIGHTS

Under data protection laws you have the right to protect and look after your personal data. You have the right to:

- Ask us for a subject access request this would provide you with the personal data that we hold and process about you this can include, but not limited to:
- The purpose(s) for which we are processing your information;
- The categories of personal information we hold about you;

- The period for which we will store your information, or the criteria used to determine that period;
- Prevent the use of your personal data for marketing purposes;
- Ask that any inaccurate information we hold about you is corrected;
- Ask that we delete the personal data we hold about you in certain situations;
- Ask that we stop using your personal data for certain purposes.

## COMPLAINTS & FEEDBACK

If you would like more information regarding this Privacy Notice or would like to provide us with any feedback please contact the Data Protection Officer [enquiries@ashfield-property.co.uk](mailto:enquiries@ashfield-property.co.uk) or call 01823 330333. You also have the right to complain to the ICO (Information Commissioner's Office) It has enforcement powers and can investigate compliance with data protection law. [www.ico.org.uk](http://www.ico.org.uk) 0303 123 1113

## WEBSITE DISCLAIMER

AYL takes all reasonable care to ensure that the information contained on this website is accurate, however, we cannot guarantee its accuracy and we reserve the right to change the information on this website at any time. You must therefore check these for any changes each time you visit this website.

## CHANGES TO THE PRIVACY POLICY

This privacy policy was updated on 25<sup>th</sup> May 2018. To remain compliant with any legal and regulatory obligations, or as part of our evolving business practices, AYL may update this Privacy Policy from time to time.

## COOKIE POLICY

Please see the link in the top, right hand corner of our website [www.clemwoodward.co.uk](http://www.clemwoodward.co.uk)

## CONTACT US

Email: [enquiries@ashfield-property.co.uk](mailto:enquiries@ashfield-property.co.uk)

Phone: 01935 433 848

Post: 32 Princes Street, Yeovil, Somerset, BA20 1EQ