

Privacy Policy

Primrose Properties

June 2025

1. Introduction

Primrose Properties ("we", "us", or "our") is committed to protecting and respecting your privacy. This policy outlines how we collect, use, store, and protect your personal data when you engage with us as an estate and letting agent.

2. Information We Collect

We may collect and process the following data:

From landlords, tenants, buyers, sellers, and applicants:

- Full name
- Contact details (email, phone number, address)
- Identification documents (e.g., passport, driver's licence)
- Proof of address and right to rent documents
- Employment and income information
- Property preferences
- Financial and bank details (e.g., for rent payments or holding deposits)
- Property ownership documents
- Tenancy agreements and lease details
- Communication records

3. How We Use Your Information

We use your information to:

- Provide estate and letting agency services
- Communicate with you about your property or tenancy
- Conduct identity and credit checks
- Fulfil legal and regulatory obligations (e.g., Right to Rent checks, AML)
- Facilitate maintenance and repairs
- Process payments and deposits
- Manage contracts and agreements
- Send marketing communications (with consent)

4. Lawful Basis for Processing

We rely on the following legal bases:

- **Contract** – to fulfill our agreement with you
- **Legal obligation** – to comply with legal and regulatory requirements
- **Legitimate interests** – to manage our business and improve services
- **Consent** – where required, such as for direct marketing

5. Sharing Your Information

We may share your data with:

- Utility providers and local authorities
- Contractors and maintenance personnel
- Referencing and credit check agencies
- Law enforcement or regulatory bodies
- Software providers and cloud storage services
- Financial institutions (e.g., for rent collection)

We do **not** sell your personal data.

6. Data Retention

We retain your data only as long as necessary for the purposes described, including to meet legal, accounting, or reporting obligations. Typically, this is up to **7 years** after the end of a tenancy or transaction.

7. Your Rights

You have rights under data protection laws, including:

- Access to your personal data
- Correction of inaccurate data
- Erasure (in some circumstances)
- Restriction or objection to processing
- Data portability
- Withdrawal of consent (where applicable)
- Lodging a complaint with the **Information Commissioner's Office (ICO)**

8. Data Security

We implement appropriate technical and organisational measures to protect your data from loss, misuse, or unauthorised access.

9. International Transfers

We do not generally transfer your data outside the UK or EEA. If we do, we will ensure safeguards are in place to comply with UK data protection laws.

10. Contact Us

If you have questions or concerns about this policy, or to exercise your rights, please contact:

Primrose Properties

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11. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website or upon request.