

Privacy Policy Property Direct ENG Ltd – Website Privacy Policy (UK)

Who are we and what is the purpose of this privacy policy?

This privacy policy sets out how Property Direct ENG Ltd uses and protects the personal information which you provide to us when you use this website. This privacy policy also applies when you provide us with your personal information by other means and are pointed towards this privacy policy. The Act defines your rights as an individual in relation to how we use your personal information. Its purpose is to ensure that organisations like ours do this in a fair and sensible way. To find out more information about the Act, please visit [ICO](#).

Personal information is information which can identify you as a living individual, whether by itself or when used in conjunction with other information which we hold or are likely to hold. We take our obligations under the Act seriously. To this end, we have a Data Protection Officer and internal policies which relate to the protection of personal information. In addition, we regularly train our staff on data protection compliance.

What if you are not happy with this privacy policy?

If you do not agree to your personal information being used in accordance with this privacy policy, you should not submit your personal information to us through this website. If your personal information was provided to us by other means, you should tell us by using our contact details below if you do not agree with it being used in accordance with this privacy policy. Please note that this may prevent you from (for example) obtaining certain access rights to this website (see the “What personal information do we process about you?” section below).

What about updates to this privacy policy?

We may change this privacy policy from time to time by updating this page. You should review this page regularly. Your continued use of this website after changes have been made to this privacy policy will be taken to indicate that you have read and accepted any changes. You should not use this website if you are not happy with any changes to this privacy policy and you should tell us if those changes mean that you are no longer happy with the way in which we use your personal information.

What personal information about you do we collect and otherwise process?

You would need to submit certain personal information to us in order to register to use the “Customer Area” or “Business log in” pages of this website; to obtain direct (i.e., unsolicited) marketing information about the products and/or services of Property Direct ENG Ltd, our parent company, and companies carefully selected by Property Direct ENG Ltd; and to participate in our online ordering process.

The personal information about you which we collect and otherwise process may include:

- Your name and business and/or personal contact details (including email address, postal address, telephone numbers (mobile and fixed line), and

delivery address information if you order products and/or services from us);

- Information regarding your experiences with our products and/or services;
- Your Property Direct ENG Ltd username and password (you will be asked to provide these every time you log in to use this website);
- Your direct marketing contact preferences and consents (please refer to the section “Direct Marketing” below for more information);
- (If you are a residential customer) Credit/debit card details and bank account details for the purpose of setting up direct debits;
- (If you are a business customer, i.e., if you are acting on behalf of a company, partnership, or sole trader) Bank account details for the purpose of setting up direct debits and information about business operations, which may include some personal information; and
- Information you provide in any “free text” boxes on this website (i.e., blank spaces where you are free to insert comments).

This list is not exhaustive, and it may be updated in the future. It is a fair reflection of some of the personal information about you which we collect through this website (and which is provided to us by other means).

What is sensitive personal data?

This is a more sensitive category of personal information which relates to (e.g.,) a person’s race, sexual life, criminal allegations or offences, trade union membership, or their mental or physical health.

We do not actively collect sensitive personal data from our customers. However, it would be relevant to the extent that you choose to send this type of information to us, for example, if you submit a query to us through the “Customer Area” of this website which refers to the particular requirements you have for a residential property, based on the condition of your health or any disability.

We make sure that sensitive personal data is subject to additional controls. We would use it only to deliver our services to you, to meet your requirements, or to deal with any requests made by you. We would only disclose it to any of the third parties referred to in the section “Who do we share your personal information with?” in the event that they need to know it (e.g., if a third-party service provider is making adjustments to a property in accordance with the information you have provided to us) and subject to appropriate confidentiality obligations (as may be appropriate).

What do we do with personal information which we hold about you?

The legitimate purposes for which we use your personal information may include use for the following purposes:

- To carry out internal record keeping and audits;

- To administer this website and our contract or other relationship with you, including in order to provide our products and/or services to you (for example, to put you in touch with estate agents and other appropriate third parties (meaning any other person or organisation) in accordance with your instructions);
- To obtain payments from you for our products and/or services (this is why we collect credit/debit card details and bank account details);
- To analyse the way in which you use this website with a view to improving the products and/or services we offer and our marketing and advertising activities and for market research purposes related to improving the same, including online surveys (we may contact you ourselves for this purpose or ask third parties to do so on our behalf – please refer to the section “Who do we share this information with?” below);
- To analyse patterns and trends of use and the uptake of our products and/or services;
- To deal with and respond to any communication, enquiry or application which you submit to us;
- To process job applications which you submit to us through this website;
- To send you direct marketing information about the products and/or services of Property Direct ENG Ltd, its parent company, and of companies carefully selected by Property Direct ENG Ltd (but only when you provide the appropriate consents to permit this – please refer to the section “Direct Marketing” below); and
- To comply with our legal, regulatory, and other good governance obligations.

This list is not exhaustive, and it may be updated in the future. It is a fair reflection of some of the current purposes for which we may use the personal information about you which we collect through this website (and which is provided to us by other means).

Who do we share your personal information with?

Except as otherwise set out in this section, we will not transfer, disclose, sell, distribute, or lease your personal information to third parties unless we have your permission or are permitted or required to do so by law or legal process.

We may disclose your personal information to third parties which provide services to us including (for example) organisations which we engage to conduct marketing and/or research on our behalf; organisations which assist us in providing our products and/or services to you; organisations which we use to fulfil a contract concluded with you or which provide other business support services to us (for example, database storage providers which store the Property Direct ENG Ltd databases containing names and contact details used for direct marketing purposes). In accordance with the

Act, we will impose restrictions and standards in our written contracts with service providers to ensure they keep your personal information secure and use it only for the purposes for which it was provided to them.

We may disclose your personal information to our parent company and third parties carefully selected by Property Direct ENG Ltd so that they may send you direct marketing about their own products and/or services (but only when you provide the appropriate consents to permit this – please refer to the section “Direct Marketing” below).

We may sell your personal information to third parties where necessary as part of our legitimate business processes (for example, in the event that our shares are purchased by third parties; in the event that our management or administration is to be taken over by third parties or in the event that our assets (for example, our customer databases or contact lists) are purchased by third parties). Should we do this we would ensure it was carried out in accordance with the Act.

We may be required by law or legal process to release your personal information to local or central government authorities, official agencies, or legal authorities (i.e., courts, tribunals, police, or security services). To maintain the integrity of this website and safeguard the interests of its customers and subscribers, we will comply with any such request. In addition, we may be required to disclose your personal information to government authorities for tax or other purposes. In other circumstances, we may also decide that there is a genuine reason for us to disclose your personal information to legal authorities and that a disclosure would be justified and lawful under the Act.

Your personal information may be passed to and used by our parent company, which, like Property Direct ENG Ltd, is based in the UK. We would pass your personal information to our parent company to permit it to provide services to us which relate to you or to send you direct marketing about its own products and/or services (but only when you provide the appropriate consents to permit this – please refer to the section “Direct Marketing” below).

In addition, there may be circumstances in which it is necessary for us to disclose your personal information to external companies or organisations to protect our customers or our own legitimate interests. Such disclosures would be permitted under the Act provided they were necessary to safeguard those interests and were proportionate bearing in mind your interests.

Will your personal information be transferred outside Europe?

In certain circumstances, it may be necessary for us to transfer your personal information outside the UK. For example, we may transfer your personal information outside the UK if any of our servers are from time to time located outside the UK or if one of our service providers or agents is located outside the UK.

The Act imposes restrictions on the transfer of personal information outside the UK, in order to ensure that your personal information is processed appropriately wherever it is located. Any transfer of your personal information by us outside the UK will be subject to appropriate safeguards and confidentiality obligations (as may be appropriate).

How do we protect the security of your personal information?

We are strongly committed to data security and we take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration, or corruption. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to this website; any transmission is at your own risk.

Once we have received your personal information, we will use strict procedures and security features to try to prevent unauthorised access.

Direct marketing

When you provide us with your personal information, we will ask you to let us know whether you are happy for us, our parent company, and/or other companies carefully selected by us to contact you with information about products, services, and events which we think may be of interest to you. We will do this only with your consent.

If you do not want us to use your personal information in this way or change your mind about receiving communications, you can let us know at any time by contacting us at the address provided in the “Contacting us” section below. You may also opt out of receiving marketing communications at any time by following the unsubscribe instructions contained in the marketing communication.

Use of cookies and other tracking technologies

Our website uses cookies and other tracking technologies to improve your experience when you use our website and to provide you with relevant advertising. For more information about how we use cookies, please see our Cookie Policy.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy policy applicable to the website in question.

How can you access and update your personal information?

You have the right to access and update your personal information that we hold. If you would like a copy of the personal information we hold about you, please write to us at the address provided in the “Contacting us” section below. If you believe that any information we are holding about you is incorrect or incomplete, please contact us as soon as possible at the same address. We will promptly correct any information found to be incorrect.

Contacting us

If you have any questions about this privacy policy or our treatment of your personal

information, please write to us by email at enquiries@propertydirecteng.co.uk or by post to Data Protection Officer, Property Direct ENG Ltd , Unit 5a , Silverdale industrial estate , Silverdale road , Hayes , UB3 3BL.

Effective date

This privacy policy is effective as of 12.06.2024.