

Privacy Policy

GRACE
& ROSE

At Grace & Rose estate agents, we are committed to protecting and respecting the privacy of your information and data.

This Policy explains why we collect certain personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may update this Policy from time to time so please check this page regularly to ensure that you're aware of the changes. By using our website, making an enquiry, applying for a tenancy or signing our terms and conditions, you are agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to the Data Protection Officer, property@graceandrose.co.uk or by writing to Grace & Rose Estate Agents, 1st Floor South, 92cwHigh Street, Billericay, Essex, CM12 9BT. Alternatively, you can telephone 01277 230300.

When do we collect information from you?

Whether you enquire via phone, email, website or in person, we may request and store certain information from you, if you are:

- Visitors to our website
- Making a general enquiry
- Requesting a Viewing/Valuation
- Tenants/Guarantors
- Landlords
- Buyers
- Vendors
- Employees of Grace & Rose
- Authorised 3rd party contractors of Grace & Rose

What type of information is collected from you?

The information we collect may include some or all of the following depending on your enquiry or service we provide:

- Personal information (e.g. full names, current address, prior addresses, contact telephone numbers, email addresses, date of birth, national insurance number, marital status)
- Other information (e.g. whether you: have any rent arrears, have pets, have county court judgements, receive council benefit, smoke etc)
- 3rd party information (e.g. prior landlord/ employer/ accountant/ solicitor contact details, limited company name, company registration number)
- Employment information (e.g. employer contact details, job title, gross annual salary and bonuses)
- Financial information (e.g. bank account details, bank statements, mortgage documents)
- Residency information (e.g. nationality, non-resident landlord approval number, proof of residency documents to comply with right to rent legislation)
- Anti-money laundering (AML) information (e.g. passport, driving licence, other photographic documents, proof of address, probate/executor documents, death certificates, land registry title deeds to comply with anti-money laundering legislation)
- Property information (e.g. service charges, ground rents, lease information, burglar alarm codes, entrance door codes, utility suppliers, meter readings, meter numbers)
- Approval information (e.g. your signatures on contracts)
- Cookie information (e.g. we may also collect information regarding IP addresses and pages accessed via our website)

Please note, the above list is not exhaustive and there may be occasions when we will request additional information from you in order to fulfil our obligations as Estate and Letting Agents and to continue providing the highest levels of service possible.

How is your information used?

If you are a current/potential client, we may use your information to:

- respond to your online, email or telephone enquiry, to book a viewing or valuation of a property
- process requests or instructions that you have submitted online, via email, telephone or in person
- fulfil our own/the landlord's obligations arising from any tenancy agreement contract, for example, if you are a tenant/guarantor, we will provide contractors with your contact details so they can arrange suitable appointment times with you to carry out maintenance in an efficient and effective manner
- fulfil our obligations arising from any property sale/purchase agreement
- process a tenancy application
- progress the purchase/sale of a property
- seek your views on the services we provide or notify you of changes to our services
- contact you with property related news, articles, offers or properties which we feel may be of interest, with your express consent

If you are an employee of Grace & Rose, we may use your information to:

- process all matters related to your employment

If you are an authorised 3rd party contractor of Grace & Rose, we may use your information to:

- instruct you to carry out work or process invoice payments

Please note, the above list is not exhaustive and there may be occasions where we will need to use information for other purposes in order to fulfil our obligations as Estate and Letting Agents and to continue providing the highest levels of service possible.

How long do we keep your information?

We review our customer data retention periods on a regular basis and will only hold data on our systems for as long as we deem is absolutely necessary, as long as is set out in any relevant contract you hold with us, until you request the deletion of your data or to meet any potential statutory obligations. Employee data will be retained for as long as employment continues. Any remaining information will then be deleted after 6 years as per The Property Ombudsman (TPO) guidelines.

Who has access to your information?

Grace & Rose employees will have access to customer information for the purpose of carrying out their duties and access will be restricted according to the nature of their roles and responsibilities.

We may also provide your personal information to certain third party service providers, agents, subcontractors and other associated organisations for the sole purpose of completing tasks and providing services to you, in order to fulfil our obligations as an Estate and Letting Agent, as shown below:

- Referencing company - to process tenancy applications, Right to Rent and Anti Money Laundering checks (Rent4Sure)
- Client Relationship Management system (CRM) - (Jupix)
- Server - to securely store data (Egnyte)
- Encryption provider - to encrypt data (Boxcryptor)
- Microsoft Office 365 - to process emails and documents
- Email archive - to securely store emails (Mailstore)
- Digital Signature Platform (DSP) software - (DocuSign)
- Suppliers - for providing meter readings at the start/end of tenancies (Utility companies and Councils)
- Contractors - instructed to carry out maintenance
- Sales Progressors - progress sale to completion (Sales Pro)
- Solicitors - acting in the eviction of a tenant or any other legal matter or in the purchase/sale of a property.
- Conveyancers - acting in the purchase/sale of a property
- Estate Agents - acting for buyers/vendors in the same chain

- **Banks** – for processing payments (Barclays)
- **Deposit Protection Service (DPS)** – for protecting deposits
- **Other 3rd parties** – Mailchimp, Photographers, Mortgage brokers, IFAs, HMRC, Cleaners, Block Management Companies, Surveyors, Removal companies, Board contractors or other property related service providers
- **Website hosting provider** – who may store cookies for improving the browsing experience (Design Thing)
- **Property Portals** – when you request viewings or valuations (Rightmove, ZPG, On the Market, NetanAgent etc)

Please note, the above list is not exhaustive and there may be occasions where we will need to use other 3rd party service providers in order to fulfil our obligations as Estate and Letting Agents and to continue providing the highest levels of service possible. We retain the right to amend or update the above third party service providers at any time.

When we use third party service providers, we disclose only the information that is necessary to deliver the service and we have a contract in place that requires the third party service providers, acting as Data Processors, to keep your information secure and not to use it for their own direct marketing purposes.

When you use the services of, or enquire through, one of these providers directly, they may use your details to provide you with information and carry out their obligations arising from any contracts you have entered into with them. In some cases, they may be acting as a Data Controller of your information and therefore we advise you to read their own Privacy Policy. They may share your information with us which we may use in accordance with this Privacy Policy, for example, we may receive viewing or valuation requests from you via Rightmove, Zoopla, On the Market or other lead generation companies, such as NetanAgent.

Please be reassured that we will never sell your information to third parties for their own direct marketing purposes.

Occasionally, we may be required to release information by law, for example, by a court or statutory order or for the purposes of prevention of fraud or other crime.

In the future, we may transfer your personal information to a third party as part of any sale or restructuring of the business, however, we will take steps to ensure that your privacy rights continue to be protected.

Lawful Basis Table

INFORMATION COLLECTED	LAWFUL BASIS	PURPOSE
Visitors to our website		
Cookie information	Legitimate Interest	To improve browsing experience for visitors
General enquiries		
Personal information	Legitimate Interest	To respond to enquiries in an efficient manner
Viewing requests		
Personal information	Legitimate Interest	To respond to potential buyer/tenant enquiries, book viewings and to follow up in the future about similar properties which may be of interest
Other information	Legitimate Interest	To assess suitability of tenant applicants and protect Landlord’s financial interests
3rd party information	Legitimate Interest	To assess suitability of tenant applicants and protect Landlord’s financial interests

INFORMATION COLLECTED	LAWFUL BASIS	PURPOSE
Viewing requests		
Employment information	Legitimate Interest	To assess suitability of tenant applicants and protect Landlord's financial interests
Valuation requests		
Personal information	Legitimate Interest	To respond to potential vendor enquiries, book valuation appointments and to follow up in the future
Tenants/Guarantors		
Personal information	Legitimate Interest	To fulfill duties of AST agreement and protect landlord's interests
Other information	Legitimate Interest	To fulfill duties of AST agreement and protect landlord's interests
3rd party information	Legitimate Interest	To fulfill duties of AST agreement and protect landlord's interests
Employment information	Legitimate Interest	To fulfill duties of AST agreement and protect landlord's interests
Financial Information	Legitimate Interest	To fulfill duties of AST agreement and protect landlord's interests
Residency Information	Legal Obligation	To comply with Right to Rent law
AML Information	Legal Obligation	To comply with AML regulation
Approval Information	Legitimate Interest	To confirm acceptance of the AST agreement
Landlords		
Personal information	Contract	To fulfill duties of AST agreement and terms & conditions
3rd party information	Contract	To fulfill duties of AST agreement and terms & conditions
Financial Information	Contract	To fulfill duties of AST agreement and terms & conditions
Residency Information	Legal Obligation	To comply with Non-Resident UK tax laws
AML Information	Legal Obligation	To comply with AML regulation
Property Information	Contract	To fulfill duties of AST agreement and terms & conditions
Approval Information	Contract	To confirm acceptance of the terms & conditions

INFORMATION COLLECTED	LAWFUL BASIS	PURPOSE
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Buyers

Personal information	Legitimate Interest	To perform our duties and progress the purchase
3rd party information	Legitimate Interest	To perform our duties and progress the purchase
Financial Information	Legitimate Interest	To protect the financial interest of the vendor and assess buyer suitability
AML Information	Legal Obligation	To comply with AML regulation

Vendors

Personal information	Contract	To perform our contractual duties and progress the sale
3rd party information	Contract	To perform our contractual duties and progress the sale
AML Information	Legal Obligation	To comply with AML regulation
Property Information	Contract	To perform our contractual duties
Approval Information	Contract	To confirm your acceptance of the contract

Employees

Personal information	Contract	To fulfill duties under contract of employment
Other information	Contract	To fulfill duties under contract of employment
3rd party information	Contract	To fulfill duties under contract of employment
Employment information	Contract	To fulfill duties under contract of employment
Financial Information	Contract	To fulfill duties under contract of employment
Residency Information	Legal Obligation	To comply with employment laws
AML Information	Legal Obligation	To comply with AML regulation
Approval Information	Contract	To confirm your acceptance of the contract

INFORMATION COLLECTED	LAWFUL BASIS	PURPOSE
3rd Party Contractors		
Personal information	Legitimate Interest	To fulfill our duties as Estate & Letting Agents
3rd party information	Legitimate Interest	To fulfill our duties as Estate & Letting Agents
Financial Information	Legitimate Interest	To fulfill our duties as Estate & Letting Agents
Approval Information	Contract	To confirm your acceptance of our GDPR Data Processor / Data Controller contract terms

Your choices

You have a choice about whether or not you wish to receive direct marketing communications from us about our properties for sale / to let or property related news / blog articles, regulatory changes etc.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. You can change your marketing preferences at any time by emailing property@graceandrose.co.uk or by calling 01277 230300.

How you can access and update your information

The accuracy of your information is important to us.

If you change any of your personal contact information e.g. telephone number, email address, home address or you feel any other information that we hold is inaccurate or out of date, please email us at: property@graceandrose.co.uk, or write to us at: Grace & Rose Estate Agents, 1st Floor South, 92c High Street, Billericay, Essex, CM12 9BT, or you can telephone 01277 230300.

You have the right to ask for a copy of the information we hold about you, to amend any information that is inaccurate or to request the deletion of your data. Please note that we are permitted to refuse such deletion requests and would have a legitimate interest to continue storing your data, for example, for the purposes of making or defending a legal claim or if we are required to comply with a legal obligation.

Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated and stored securely via our secure file server provider and end point file encryption provider, who offer the following security measures:

User Security

Authentication, authorization, and access controls

Device Security

Comprehensive data protection at all end points; Password enforcement and authentication policies; 256-bit on-device encryption for local files; Native Mobile Device Management (MDM) capabilities, such as remote wipe and device pinning

Network Security

Confidentiality and protection of data while in transit; HTTPS or FTP-ES used for secure communication; SSL protocol used for all data transfer sessions; 256-bit encryption applied to all data in transit;

Data Centre Security

SSAE-16 Type II compliant data centres; Physical security with 24-hour surveillance and biometric access controls; Disaster recovery policies and continuous threat assessment

Content Security

Data breach prevention and isolation; 256-bit AES encryption at rest with key hand-off options; Data discovery and real-time Data Loss Prevention (DLP) assessment; Domain-level data isolation

Boxcryptor implements a combined encryption process based on asymmetric RSA and symmetric AES encryption. Every file has its own unique random file key which is generated when the file is being created. The file key is used to encrypt and decrypt the contents of the file. Please refer to Boxcryptor's own privacy policy for more details www.boxcryptor.com/en/technical-overview

Non-sensitive details (your email address etc) are transmitted normally over the Internet and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us via email or online and you do so at your own risk.

Once we receive your information, we make our best effort to ensure its security whilst stored on our file server or on Jupix (Property Software Group) CRM system. For Jupix's own privacy policy please refer to their website www.jupix.co.uk

Where we have given (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information and properties that are relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud, adhere to money laundering guidelines, right to rent regulation and credit risk.

Use of 'cookies'

When you visit our website we may use 'Cookies', which are small pieces of information sent to your computer and stored on your hard drive to allow our website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website and internal procedures, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites or companies even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

16 or Under

We are committed to protect the privacy of children aged 16 or under. If you are aged 16 or under, please obtain your parent/guardian's permission before providing us with personal information.

Transferring your information outside of Europe

As part of the services offered to you, the information which you provide to us may be transferred to countries outside the European Union (“EU”). For example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you’re agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Telephone recording

Please be aware that telephone calls may be recorded for training and monitoring purposes at any time.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated in May 2018.