

CLARENDON HILL PROPERTIES LTD – PRIVACY POLICY

This privacy policy sets out how Clarendon Hill Properties Ltd uses and protects any information that you give us when you use this website.

Clarendon Hill Properties Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

This document explains how we use the personal information we collect about you, how you can instruct us if you prefer to limit the use of that information and the procedures that we have in place to safeguard your privacy.

Clarendon Hill Properties is committed to ensuring that your privacy is protected in accordance with the law, and all personal information shall be held and used in accordance with the Data Protection Act 1998 and General Data Protection Regulations effective 25 May 2018. Further details of which are available from the Information Commissioner's website www.ico.gov.uk.

When you enquire or register for property, products or services provided by Clarendon Hill Properties you will provide us with certain personal information. This information may be provided online through our websites, by telephone, by electronic communications or via direct contact with our employees. This information will be stored manually and/or electronically in accordance with at least the minimum-security requirements determined by the ICO.

The information that you provide will allow us to process your enquiry, confirm your identity and communicate with you to provide relevant products and services that we identify as suiting your needs.

We may collect the following information:

- name
- contact information including email address, postal address and contact number
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

Although it is not compulsory to give us this information, if you do not then we may not be able to provide you with the full range of services the Site has to offer.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service and in particular for the following reasons:

We analyse and assess your data to maintain and develop our relationships with you. We will use your personal information to keep you informed about suitable products and services provided by Clarendon Hill Properties and carefully selected third parties, such as referencing agencies, solicitors, mortgage advisers, and surveyors. This may involve sharing some or all of your information with carefully selected third parties. Where information is to be shared with carefully selected third parties, Clarendon Hill Properties will endeavour to provide you with a further opportunity to opt out of receiving details of products and services at the relevant time.

In order that we are able to monitor supplier performance and customer satisfaction, these third parties will pass certain information such as fulfilment and complaints data back to us. However, they are required to put a contract in place to ensure that your information is adequately

protected, and they will remain bound by their obligations under the Act even when your personal information is processed outside Europe.

From time to time, we may provide your information to our customer service agencies for research, survey and analysis purposes so that we can monitor and improve the services we provide. We or our agents and sub-contractors may occasionally contact you including by post, email or telephone to ask you for your feedback and comments on our services.

If you would prefer not to receive information from Clarendon Hill Properties Limited or carefully selected third parties you can opt out by contacting the branch, writing to the Data Protection Officer at Queens Court, 9-17 Eastern Road, Romford, RM1 3NH or by email to info@clarendonhill.com

In order to comply with Money Laundering Regulations 2017, we will request personal data and documents from Sellers and Buyer to confirm identity and address and, in the case of a purchase, will request evidence of funding and the source of any funds being used. Additionally, from landlords to prove ownership of a property. We may also use some of your personal data to carry out electronic identity verification.

The data collected for the purposes of MLR 2017 will be processed for the purposes of preventing money laundering and terrorist financing and will not be used for any other purpose without your express permission.

We will retain your personal data for as long as you continue to give consent in order to maintain and develop our relationships with you by means of promotion of services, and products identified as suitable by us. Steps will be taken to ensure that the information is accurate and kept up to date. Measures will also be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data.

Subject to certain exceptions, you are entitled to have access to your personal data held by us, including the right to request its amendment or removal. This can be done by contacting The Data Protection Officer.

Clarendon Hill Properties may collect data about your activities that does not personally or directly identify you when you visit our website. This is done utilising Google Analytics and the Google AdWords remarketing service. This could mean we advertise to previous visitors who haven't yet completed a task on our site, e.g., booking a valuation. This could be in the form of an advertisement on the Google search results page or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the Clarendon Hill Properties website. Any data collected will be used in accordance with our privacy policy and Google's privacy policy and is retained for 24 months (period renewed upon date of last visit) before deletion.

Users may opt-out of Google's use of cookies by visiting the [Google Advertising Opt-out Page](#). Users may opt out of Google Analytics by visiting the [Google Analytics Opt-out Page](#). This information may include the content you view, the data and time you viewed the content, the pages you look at or your location information associated with your IP address. We use the information we collect to serve you more relevant advertisements ('Retargeting') and collect information on where you saw the ads and what ads you clicked on. We also use the information to cap how many times we display an advert to you. Finally, we also use the information to optimise the web site experience for you.

We may in the future use a live chat service to offer you an alternative way to engage with Clarendon Hill Properties on the website and this will anonymously monitor your activity on site in order to ensure we contact you at the right time, or do not offer to chat if you do not wish to.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This however may prevent you from taking full advantage of the website.

Links to third party 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 statement. You should exercise caution and look at the privacy statement applicable to the website in question.

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Policy or as indicated via the consent process at the time the data is collected. We share the information we collect with, but not limited to:

- Landlords and landlord associates and sub processors
- Vetted affiliates and partners / Financial Institutions / Insurance Companies for business facilitation to provide required services, such as mortgages, insurance cover etc.

We contractually require these service providers to safeguard the privacy and security of personal information they process on our behalf and authorise them to use or disclose the information only as necessary to perform services on our behalf or comply with legal requirements.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by contacting us at info@clarendonhill.com

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

Changes to your details

If you believe that any information, we are holding on you is incorrect or incomplete, please email us as soon as possible at info@clarendonhill.com. We will promptly correct any information found to be incorrect.

Contact us

If you would like to contact us with concerns or views on our privacy policy statement, please contact us at the following address:

Clarendon Hill Properties LTD, Queens Court, 9-17 Eastern Road, Romford, Essex, RM1 3NH.
Telephone: 01708 502 502 Email: info@clarendonhill.com Registered company number:
09922118