

## Privacy Policy

Northgates Letting Agency is committed to ensuring that your privacy is protected. This privacy notice explains how we will collect your personal data and how we use your personal data when you visit our website.

Nick Barford is the data controller responsible for your information. You can contact them online at [nick@north-gates.co.uk](mailto:nick@north-gates.co.uk) or by post at Northgates Letting Agency, 50 Northgate Street, Great Yarmouth, Norfolk NR30 1BJ, if you have any questions or complaints regarding our use of your information. As a data controller they are registered with the Information Commissioner's Office, and their registration number is ZA124658.

This website is not intended for children.

This privacy notice was last amended in May 2018. It supersedes any earlier version.

## Third-party links

This website may include links to third party websites which may allow third parties to collect or share your personal data. We are not responsible for their use of your personal data and cannot control it.

### **1. WHAT INFORMATION WE MAY COLLECT AND HOW WE USE IT**

As a business we collect, use, store and transfer different types of personal data depending on who you are.

If you are seeking to rent or let a property or renting or letting a property through Northgates Letting Agency or renting or letting a property from one of our clients, we collect and use your personal data in order for us to provide you with our services. The personal data we collect and use may include:

- Identity Data (name, property preferences, messages and feedback)
- Contact Data (address, email address and telephone numbers)
- Technical Data (internet protocol address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, identification number, online identified, location data and other similar identifying information required for the customer's device(s) to communicate with websites and applications on the internet)
- Usage Data (how you use our website products and services, the full uniform resource locators clickstream to, through and from our site (including date and time), download errors, lengths of visit to certain pages, page interaction information, methods to browse away from the page and any phone numbers you use to call us)
- Marketing and Communications Data (your marketing preferences from us and your communication preferences)

We also may collect and use Aggregated Data. For example, when you visit our website we may aggregate data about your usage to tell us about how certain features on our website are used. This is not usually classified as personal data as whilst it derives from personal data (in the example, it is derived from your Usage Data) it does not reveal your identity to us.

You must ensure that any information you provide to us is accurate and current. Please keep us informed if your personal data changes. You can ask us to rectify or update your personal information at any time by email to [yarmouth@north-gates.co.uk](mailto:yarmouth@north-gates.co.uk); or by writing to: Northgates Letting Agency, 50 Northgate Street, Great Yarmouth, Norfolk NR30 1BJ.

## **2. HOW IS YOUR PERSONAL DATA COLLECTED?**

We use different methods to collect data from and about you including through:

### **Direct interactions**

You may give us your Identity and Contact Data by filling in the forms on our website or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our services;
- request marketing to be sent to you;
- contact us through social media;
- walk-in to our office or telephone us;
- give us some feedback.

### **Third parties or publicly available source**

We may receive personal data about you from various third parties and public sources as set out below:

Identity and Contact Data from data brokers or aggregators such as:

- Rightmove based inside the EU
- Zoopla Property Group based inside the EU
- Facebook based outside the EU
- Housing Hand Ltd based in the EU

Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

## **3. HOW WE USE YOUR PERSONAL DATA**

In the table below we summarise the ways that we plan to use your personal data and the purposes for which we will use your personal data. We will only use your personal data for the purposes for which we have collected it.

We may process your personal data for a different purpose and without your consent where it is necessary for us to comply with our legal obligations.

<b>Purpose/Activity</b>	<b>Type of Data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To contact you Identity	Contact Marketing and Communications	Performance of a contract with you  Necessary for our legitimate interests (for running our business, to keep our records updated and to study how customers use our products/services)

To provide to you the information, products and services you request from us Identity	Contact Marketing and Communications	Necessary for our legitimate interests (for running our business)
To provide you with information about other goods and services that we offer which we feel may interest you Identity	Contact Technical Usage	Necessary for our legitimate interests (to develop our products/services and grow our business)
To assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website	Identity Contact  Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)
To notify you about changes to our service	Identity Contact	Necessary to comply with our legal obligations  Necessary for our legitimate interests (to keep our records updated)
To ensure that content from our website is presented in the most effective manner for you and your computer	Identity Contact	Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)
To verify your identity	Identity Contact	Necessary to comply with our legal obligations  Necessary for our legitimate interests (for running our business and to prevent fraud)
As part of our efforts to keep our site safe and secure and to prevent or detect fraud	Identity Contact	Necessary to comply with our legal obligations  Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud)
To comply with the requirements imposed by law or any court order	Identity Contact Technical Usage	Necessary to comply with our legal obligations

## **Marketing**

You have the right to withdraw your consent for us to use your personal data for marketing purposes at any time. If you do withdraw your consent, this will result in us ceasing to market goods and services to you.

You can ask us to stop sending you marketing messages at any time by:

- following the opt-out links on any marketing message sent to you; or
- contacting us at any time by emailing [yarmouth@north-gates.co.uk](mailto:yarmouth@north-gates.co.uk) or by calling 01493 855426.

## **4. DISCLOSURES OF YOUR PERSONAL DATA**

We will not share your personal data with third parties. Your personal data will only be used by us.

## **5. DATA SECURITY**

Once we have received your personal data we will use reasonable and necessary procedures and security features to try and prevent unauthorised access. For example, we limit who can access your personal data to those individuals and third parties who need to know it and who are subject to a duty of confidentiality. If we become aware of a data breach we will notify the Information Commissioner's Office. If we believe that the data breach is serious, we may notify you in accordance with our legal requirements.

## **6. DATA RETENTION**

We hold on to your personal data whilst you use our services and for at least seven years thereafter, for legal, regulatory and accounting purposes. If we need to hold on to your personal data for longer, we take into consideration the potential risks in continuing to store your data against why we might need to keep it. In some circumstances we might anonymise your personal data so it is not associated with you, and we may then use this information indefinitely.

## **7. 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 the personal data that we hold and process about you (this is commonly known as a data subject access request). You have rights to the following information:
  - the purpose(s) for which we are processing your information;
  - the categories of personal information we hold about you
  - the recipients or categories of recipient to whom the personal data have been or will be disclosed;
  - 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 by
  - informing us; or
  - by ticking the relevant boxes on the data collection forms; or
  - by emailing [yarmouth@north-gates.co.uk](mailto:yarmouth@north-gates.co.uk)



The rights listed above may apply in certain circumstances, and so we may not always be able to comply with your request to exercise these rights. We will usually respond to a request from you to exercise your rights within 1 month of receipt, but it might take longer if your request is particularly complex or if you have made a number of requests. Please be aware that we may need to process your personal data and/or request specific information from you to help us comply with your request. You will not usually have to pay a fee to exercise these rights, but we reserve the right to if your request is clearly unfounded, repetitive or excessive, alternatively we may refuse to comply with your request.

### **Complaints and Feedback**

If you would like to speak to us about how we handle your personal data, please contact Nick Barford, the data controller responsible for your information. You can contact them in the first instance at [nick@north-gates.co.uk](mailto:nick@north-gates.co.uk). You can also complain to the Information Commissioner's Office who is the UK supervisory authority for data protection issues.

### **How to contact Northgates Letting Agency**

We welcome your views about our website and our Privacy Policy. If you would like to contact us with any queries or comments please send an e-mail to [yarmouth@north-gates.co.uk](mailto:yarmouth@north-gates.co.uk) .