



Privacy Notice

Data Controller: Page & Co Property Services Ltd (Page & Co)

1. Introduction

Page & Co is a 'data controller'. This means that we are responsible for deciding how we hold and use personal information about you.

This Privacy Notice provides information on how Page & Co and any 3rd party providers collect, use, secure and share your information. Page & Co is a member of the ICO (Information Commissioner's Office) and Propertymark, the UK's largest professional body for Estate and Letting Agents. We want you to feel reassured and trust that we are handling your data in a responsible manner. Our staff are trained and educated in Data Protection Legislation.

2. Data Collected & Purpose

Page & Co collects, stores and processes a range of personal data. The following tables give examples of the type of data and why. We will only use your personal data for the purpose for which it was collected unless we reasonably consider that we need to use it for another reason compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will advise of this and explain the legal basis which allows us to do so.

Who	What	Why	Lawful Basis
Vendors	Full name (previous names if required) Date of birth Address (current & previous if required) Email Address Contact telephone numbers Property details Solicitor details Proof of ownership Passport	Conducting business in accordance with the marketing and sale of your property AML (Anti-money laundering) checks Sending documents to & liaising with your solicitor throughout the transaction process	Consent & Contract Legal Obligation Consent & Contract
Prospective Vendors	Full name Current address Email Address Contact telephone numbers Property details	Conducting business in accordance with the potential marketing of your property	Consent
Purchasers	Full name Current address Email address Contact telephone numbers Proof of funding for purchase (mortgage in principle, bank statements) Solicitor details Estate Agent	Conducting business in accordance with the purchase of a property Validating your financial status for the purchase AML (Anti-money laundering) checks Sending documents to & liaising with your solicitor throughout the transaction process Liaise with your estate agent (where applicable) in relation to the chain Supplying you with information by email/text/post that you have asked for and that you may opt in/out of	Consent Consent Legal Obligation Consent Consent Consent

Who	What	Why	Lawful Basis
Landlords	Full name Correspondence address (to ensure compliance under Section 48 of the Landlord & Tenant Act 1987) Email address Contact telephone numbers Property details Bank details Non-resident landlord information (where applicable) Proof of ownership	Conducting business in accordance with the marketing and renting of your property To make rental payments to you To ensure compliance in respect of tax deductions	Consent & Contract Consent Legitimate Interest & Legal Obligation
Prospective Landlords	Full name Current address Email Address Contact telephone numbers Property details	Conducting business in accordance with the potential marketing of your property	Consent
Tenants	Full name (previous names if required) Address (current and previous if required) Time at address Email address Contact telephone numbers Date of birth Bank details Residential status National insurance number Previous landlord details Previous letting agent details Employment details (including salary) Accountant details Next of kin Dependants Guarantor information Financial information (including credit score, CCJ, IVA, bankruptcy) Identification information (including passport number, driving licence number) Student ID number & University Immigration/right to rent check documentation* Government documents (including Universal Credit/Housing Benefit) Utility & Council Tax documents Any information including more sensitive personal information if applicable or relevant (including disabilities for which adaptations may need to be made)	To verify your identity To decide on your suitability and affordability as a tenant To assess your financial suitability, via credit checks To obtain references from your landlord & agent To obtain verification of your employment To check your Immigration/Right to Rent status to comply with legislation To provide information to public or local authorities who are legally entitled to require this information To contact next of kin in an emergency To comply with legal and regulatory requirements To Create legal documents such as tenancy agreements To pass to contractors to make arrangements to carry out works at the property To notify utility and council tax To send relevant documentation to your guarantor	Consent & Contract Legal Obligation Legitimate Interest Vital Interest Legitimate Interest

Who	What	Why	Lawful Basis
Guarantors	Full name	To obtain references from third parties to assess your suitability to act as guarantor	Consent
	Address		
	Time at address		
	Email address		Consent
	Contact telephone numbers	To assess your financial suitability & credit status	
	Date of birth	To verify your identity	Consent
	Employment details (including salary)	To use third party credit checking agencies and referencing companies	
	Bank details	To make contact with you and other parties to the contract regarding tenancy arrears and other contractual matters	Consent & Legitimate Interest
	Identification information (including passport, driving licence)		
	Accountants details		
Applicants	Full name	To register your details on our database and Supplying you with information by email/text/post that you have asked for and that you may opt in/out of	Consent
	Address		
	Email address		
	Contact telephone numbers		
	Property requirements		
Freeholders/Lessees	Full Name	Conducting business in accordance with our block management service	Consent & Contract
	Address		
	Email address		
	Contact telephone numbers	To contact occupants of a unit to	Consent
	Lease Agreements	To serve service charge/rent demands	Consent
	Details of occupants	To fulfil relevant company secretarial duties	Legal Obligation, Consent & Legitimate Interest
Company Information			

Personal data is also collected from online property portals such as Rightmove and Zoopla in the form of enquiries you send to us. These are received by email and dealt with accordingly. Sometimes we will enter your details on our CRM (customer relationship management) database. You are sent a marketing preferences email at this stage which enables you to opt in/out at any time.

Below are some of the third-party resources we use in relation to the personal data you provide us: -

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|------------------------------|---------------------------------|
| 2. Referencing companies | 11. Councils |
| 3. Insurance companies | 12. Utility Companies |
| 4. Credit checking companies | 13. HMRC |
| 5. Land Registry | 14. Financial Conduct Authority |
| 6. Accountants | 15. Government Departments |
| 7. Solicitors | 16. Banks |
| 8. Mortgage Lenders | 17. Companies House |
| 9. Surveyors | 18. Estate Agents |
| 10. Social Media | |

19. Your Rights

Under the Data Protection Legislation, you have the following rights which we will always work to uphold. If you would like to exercise any of these rights, then you can contact the Data Officer in Section 6 below: -

- The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know but you can always contact us to find out more
- The right to access the personal data we hold about you.
- The right to have your personal data rectified if it is inaccurate or incomplete.
- The right to be forgotten, ie the right to ask us to delete or dispose of any of your personal data that we hold.
- The right to restrict or prevent the processing of your personal data
- The right to object to us using your personal data for a particular purpose
- The right to withdraw consent. This means that if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time
- The right to data portability. This means that if you have provided personal data to us or we are using it with your consent or for the performance of a contract and that data is processed using automated means you can ask us for a copy of that personal data to re-use with another service or business in many cases

20. Where We Store Your Personal Data & How It Is Protected

Where Stored	Protected By
CRM software – our main database	Password
Emails	Password
Computer Files	Password
Hard Files	Locked Cabinets in our office
Cloud Based System	Password
Online Banking System	Password
Company Mobile & Tablet	Pin & Password
Office Note Pads	Locked away each night and destroyed after use
Online Card Payment System	Password

21. How Long We Keep Your Personal Data For

We will hold your personal data for as long as necessary to fulfil the purposes we collect it for, including any legal, accounting or reporting requirements. The period for which your data is held after the end of our business transaction is 6 years. If we collect certain personal data in order to fulfil a transaction that is unsuccessful or does not proceed for whatever reason the term is 1 year.

22. How to Contact Us, Make A Complaint Or Give Feedback

You can make a complaint about a breach of your personal data or other concerns about our privacy practices or if you would like to access and/or update information we hold about you or your preferences provided to us using the information below: -

Data Officer: Laura Page
Email: laura@pageandco.co.uk
Call: 01227 472000
Write: Page & Co
19b Wincheap
Canterbury
Kent
CT1 3TB

ICO:
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Call: 0303 123 113
Use our ref: ZA224204