

**Aspire Estate Agents
Privacy Policy**

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Introduction

This privacy notice provides information on how Aspire Estate Agents across its branches collect, use, secure, transfer and share your information. We are committed to protecting your personal information and being transparent about what data we hold.

The terms, 'we', 'us' and 'our' are references to Aspire Estate Agents.

In accordance with the rules of the General Data Protection Regulation ('GDPR', for further information please visit www.ico.org.uk), Aspire Estate Agents acts as a 'data controller' and this privacy notice sets out the basis on which the data that we collect from you will be processed, whether this information has been gained through our website, or via other methods and platforms, that you have engaged in to communicate with us.

It is important for you to read this policy fully to understand what information we hold about you, how we may use it and how you can access, update and delete your personal information. By accessing, browsing or otherwise using our website and digital channels, and also by engaging in our services, you are confirming that you have read and agreed to be bound by the Website Terms and Privacy Policy, and you consent to Aspire Estate Agents holding, processing and transferring any personal information that you provide us. If you do not agree with any part of this Privacy Notice, you should not use our website or use our services.

Information about Aspire Estate Agents

Aspire Estate Agents is an Independent Estate Agent with two offices in Shirley and Fair Oak.

Shirley Branch:

411 Shirley Road
Shirley
Southampton
Hampshire
SO15 3JD

Fair Oak Branch:

457 Fair Oak Road
Fair Oak
Eastleigh
SO50 7AJ

If you would like to enquire about any of your personal data held by us or about any information that has been provided in this privacy policy, then please do contact us at either the above addresses, or our email info@aspire4property.com or via our telephone numbers 02380704036 (Shirley) or 02380692877 (Fair Oak).

What are our privacy principles?

We use your data, so that you can benefit from a personalised service and so that we can help you achieve your goal.

In collecting and using your personal information, we will be clear about what we are doing and make sure that you understand the way in which we are using it. Also, we will not sell your information to anyone.

We have in place appropriate security measures to protect your information from unauthorised access and will only work with third parties necessary to the completion of any services you requested from us, or that which is required by law.

We are committed to protecting your personal information from unauthorised persons, accidental loss or damage and we have put in place security measures that enable us to do this. However, we also expect you to ensure the privacy of your personal data when communicating such information to us e.g. by using secure postage methods, ensuring email attachments are password protected and to ensure you are using a protected email account.

The Relevant Laws & Your Rights

Amongst the many laws and regulations regarding Data Protection and Privacy, the General Data Protection Regulation (GDPR) 2016 is one of the most important, along with the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003 and 2011. Further information regarding these regulations and your rights can be found at the UK Information Commissioners Website: www.ico.org.uk.

Please note that when asserting your rights, Aspire Estate Agents may be able to invoke certain exemptions that allow us to continue to access and process your personal information.

You have the right to access your personal information. You have the right to update your personal information.

You have the right to erase your personal information if we no longer need it for the purpose for which it was collected, or if it was obtained unlawfully, or if you have withdrawn your consent when the processing of your data was premised on this consent, or if you have been successful with a right to object. We may however not observe your request of erasure if such processing of your personal information was required for example for us to comply with a legal obligation, or for the establishment, defence or exercise of legal claims.

In some circumstances, you have the right to restrict the processing of your personal information, the right to anonymise your data, the right to transfer your personal information, the right to object to the processing of your personal information, the right to obtain a copy of personal information safeguards used for transfers outside your jurisdiction.

If you have concerns on the way that we are handling your personal data, you have the right to lodge a complaint with the ICO (further details can be found on their website

www.ico.org.uk), although we ask you to try to resolve these issues with us first, even though you may complain to a supervisory authority at any time.

For marketing purposes, you have the right to ask us not to process your personal information. This can be done by opting out from our marketing communications by following the link provided in the communication. For further information on how to do this, please do contact us directly.

We will make every reasonable effort to fulfil your request, provided that this does not impact the other duties that we have or if we are legally entitled to deal with the request differently. We reserve the right to charge a fee where permitted by law. We may ask you to provide proof of identity in order to process your request.

What information will Aspire Estate Agents collect about me?

Aspire Estate Agents may collect and hold the following information about you, and such information is provided predominantly voluntarily by yourself, however it may also be obtained through a third party who you have provided your prior consent to in order for this information to be passed to us, or through online portals such as Rightmove and Zoopla. Please note a further source of information includes publically available sources e.g. HM Land Registry.

This information is collected in connection with your use of our website, from the sources described above, or when you are engaging with the services that we provide.

- On registration with us, we currently ask for your full name, your title, your email address, telephone number, house number and postcode, and your property details and requirements;
- Where appropriate, evidence that you have the right as a landlord to let your property;
- Where appropriate, details of your mortgage, insurances, loans and service contracts when you are looking to rent or sell your property with us;
- Where appropriate, details of your property including photographs, measurements, descriptions, floor plans, EPC ratings, survey reports, and leasehold or freehold information, when you are looking to put your property on the market with us;
- Where appropriate your identity and residency documents, date of birth, nationality, national insurance number, marital status, and tax status when you enter into a sales or lettings agreement with us, and other details required by law for us to conduct our anti-money laundering checks and right to rent checks;
- Where appropriate, financial information including your bank account details, and income/expenditure details where we for example, set up a standing order or take payment for the services which we provide to you;
- Where appropriate, your employment details and history, remuneration information, bank details, credit history, details of dependants and family circumstances, confirmation on whether you smoke or own pets, and other information as mentioned above when conducting referencing and credit checks;
- Where appropriate, references relating to you;
- Where appropriate your move in and move out dates, utility information and readings;

- Where appropriate, details of the deposit you have paid in relation to any relevant Deposit Protection Scheme;
- Where appropriate, information on the debts owed by you if we are required to take the necessary steps of enforcing these debts;
- Where appropriate, proof of funds that will enable you to pay a deposit or purchase a property, should you wish to secure a property;
- Where appropriate, evidence of the source of funds to be used for pending transactions;
- Any other information that allows us to perform our duties and provide the services requested of us.

The personal information belonging to others

If you are wishing to provide us with personal information that belongs to someone else, you must ensure that you have obtained their prior consent for you to disclose this to us, and for us to process this data. By providing their information to us, we will assume that such consent has been obtained, in accordance with the terms of this privacy policy.

You must be over the age of 16 years old

In order to be able to provide consent for us to contact you, or engage in our services you must be 16 years old or over. If you are under 16 years old, please ensure you speak to your parent/guardian to obtain their permission before providing us with your personal information. We may need to contact your parent/guardian so that we can ensure they have provided the necessary consent.

How will we use this information?

Aspire Estate Agents will hold and process your data in line with our legal obligations and the legitimate interests of Aspire Estate Agents. We use the information we collect about you in some of the following ways:

- To provide you with a unique experience that enables your requirements to be met;
- To provide you with a quote for our services;
- To provide you with estate agency services that you have requested for e.g. sales and lettings services;
 - To arrange and conduct viewings;
 - To understand your requirements and goals;
 - To arrange for EPC assessments, property inspections, inventories, check-outs, gas safety certificates, boiler services, and the rectification of maintenance issues;
 - To update the relevant utility companies and local authorities;
 - To carry out reference and credit checks;
 - To process rent and other payments;
 - To fulfil the obligations required within a tenancy agreement e.g. registering a deposit;
 - To enable you to secure a property;

- To provide onward references for future properties you wish to secure, after being a tenant of ours;
- To arrange for surveys to take place;
- To assist with any queries you may have;
- To fulfil the terms of our contract with you;
- To provide you with property and market updates according to your requirements;
- To market our services to you;
- To provide you with relevant information;
- To collect debts that are owed;
- To introduce you to independent financial advisers and conveyancers, if you provide us with this consent;
- To enable us to take payment from you for the services we provide;
- To carry out targeted advertising to you e.g. through social media platforms;
- To monitor and improve our communication channels and usage data, allowing us to customise our content;
- To obtain your feedback on our services;
- To fulfil our legal and regulatory obligations;
- To disclose such information to law enforcement bodies;
- To support the legitimate interests of our business.

Social Media & Third Parties

Please note that when you are communicating with Aspire Estate Agents via a social networking site, such as Twitter or Facebook, this site may also be collecting and using your personal data. This privacy policy only applies to our use of your information received through Aspire Estate Agents directly.

Furthermore, our privacy policy does not apply to any third party companies or websites to which Aspire Estate Agents may provide links to.

It is suggested that you ensure you familiarise yourself with the privacy policies of these third parties and social media platforms.

Aspire Estate Agents is not liable for any privacy policies and any privacy practices of social media platforms and other Third Parties.

Will Aspire Estate Agents share my information with anyone else?

Aspire Estate Agents are committed to keeping your personal information safe and secure. We will only hold and process your data in line with our legal obligations and the legitimate interests of Aspire Estate Agents.

Unless required by law, or set out in this Privacy Policy, Aspire Estate Agents will not disclose, rent or sell the personal information to any third party that is not required to fulfil the services requested, without your permission.

Please note, we may disclose your personal information to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling. Employees, contractors and agents of Aspire Estate Agents may be given access to any personal information which we collect but their use shall be limited to performance of their duties in relation to the services provided by us. We contractually require these service providers to safeguard the privacy and security of personal information they process on our behalf in line with GDPR and authorise them to use, disclose and store the information only as necessary to perform services on our behalf or comply with legal requirements.

Aspire Estate Agents will take reasonable precautions to prevent the loss, misuse or alteration of your Personal Information.

Those who have access to your personal information are required to keep that information confidential and are not permitted to use it for any purpose other than that to the services provided by Aspire Estate Agents. Once we have received your information, we will use strict procedures and security features to protect data and prevent unauthorised access.

How long does Aspire Estate Agents keep my personal information?

Aspire Estate Agents will retain your information for as long as it is relevant and useful for the purpose for which it was originally collected, and in line with the statutory data retention period set by HMRC, as well as our other legal obligations. Beyond data we are obliged to hold by legal obligation/statute i.e. tenancy and contractual information, you have the option to have your data deleted by contacting us.

Cookies

Cookie data is that which relates to your usage of our site. As such, your browser may send us data such as the time, date and duration of your visit, your IP address, the website that linked you to us, and the pages you have visited on our site.

Cookies enable a website to track the patterns of usage, in order to assist you further on your next visit.

If you do not want to receive cookies, then we would recommend you alter your browser settings and delete the cookies set on your device.

Indemnity

You acknowledge that you are solely responsible for the use to which you put this website and all information you obtain from it.

All warranties, conditions, representations and terms are hereby excluded to the fullest extent permitted by law. We and all contributors to this website hereby disclaim to the fullest extent permitted by law all liability for any loss or damage including any consequential or indirect loss or damage incurred by you, whether arising in tort, contract or

otherwise, and arising out of or in relation to or in connection with your access to, or use of, or inability to use this website.

In addition, we can accept no liability in respect of any changes made to the content of this Website by unauthorised third parties. Furthermore, any software, which may be offered by the Website from time to time, is downloaded at your own risk. If you are in any doubt as to the suitability of this software for your computer, it is recommended that you obtain specialist advice before downloading it.

We do not warranty that the Website will be available at any time. We will attempt to correct all faults as soon as we reasonably can.

Updates to this policy

This Privacy Policy was last updated on 24 May 2018. We reserve the right to change the content of our website, including this Privacy Notice at any time, by posting such changes on our website. It is your responsibility to familiarise yourself with the Privacy Notice regularly to ensure that you are aware of any changes. Your continued use of our website, digital channels and services following the posting of any such changes will constitute your acceptance of the revised Privacy Notice.