

This document describes how we, Gold Key Lettings & Management, process and share data, depending on how you interact with us.

Contractual

This section relates to all of the contracts our customers enter into with us or our business partners, including (but not limited to) all forms of marketing agreements, landlord, tenant and tenancy agreements.

Below are some examples of the agencies with which it would be necessary to process and/or share information with:

- Marketing properties for sale or let and introducing buyers or tenants
- Marketing properties on third party web sites as agreed
- Using your contact details to arrange viewings and negotiate offers
- Progressing sales and tenancies to a successful conclusion
- Referencing tenants
- Processing of applications for and administration of selected insurance products with external providers
- Maintenance providers
- Accounting processes e.g. with our bank, accountant, accounting software
- Software providers such as 10Ninety, Southcourt Property, as necessary to support our business needs.

Legitimate Interests

This section describes how we use information to provide you with information about the additional services that we offer within Gold Key Lettings & Management that will help you to achieve your property aims.

Some examples of this include, but are not limited to:

- If you are aiming to buy a property to let, we may discuss our lettings management service with you
- If you have a property which is not attracting high enough offers, we may discuss the possibility of letting in the short term while the market improves.

Information will only be shared by Gold Key Lettings & Management where it is in the legitimate interests of both the company and its customers or where consent has been obtained. Some examples are:

- Providing seller's contact details to surveyors to arrange survey appointments.
- Sharing information essential to understanding progress or delays in a transaction you are involved with

- Providing tenants contact details to contractors to arrange repairs.
- Providing tenants contact details to external providers to carry out periodic inspection and check out reports.

Where we use a third party to provide support services, the information we share will be restricted to property details and will not include personal data.

We may use your data for analysis to monitor and improve the services we provide.

Consent

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Notice or as indicated via the consent process at the time the data is collected. The data you provide may be used for any or all of the following reasons:

- To contact you in order to carry out your instructions to us
- To provide you with information, products and services which you have requested from us
- To help you with information, products and services connected with and relevant to your property aims and in your interests and lettings management services etc.
- To process payments and transactions
- To notify you about changes to our services

The information we use is normally restricted to the information you provide to us. This includes (but is not limited to) your full name, postal address, email address, telephone numbers, date of birth, demographic information and proof of funds that we are legally obligated to obtain from buyers. We also source information which is already in the public domain.

We will not share your personal data outside of Gold Key Lettings & Management other than as described in this privacy policy or without your verbal or written consent.

You have rights regarding the consent you give us; please see the section Your Rights And Choices below.

Security of your Data

We will securely retain all paper files containing your data in cabinets and offices which will be locked when attended.

Electronic data is securely held and protected by anti-virus software and firewalls. Our servers are subjected to regular penetration tests to check that they are securely protecting your data. Data held on laptops is password protected and subject to the same anti-virus software and firewalls.

As with any company, we are unable to provide absolute guarantees due to the ever-increasing sophistication of criminal activity. However, we will do everything reasonably possible ensure that your data is protected.

Your Rights

You have the right to request to see all your information kept by ourselves and to rectify errors and inaccuracies in your information held by us.

To request access to information held on you, please contact us using the information in *How To Contact Us* below.

How long we keep your data for

Gold Key Lettings & Management will only keep your data for as long as is necessary to provide you with the services requested until your aims are met and to comply with our regulatory requirements.

This will vary according to the extent of your relationship with us; here are some examples:

- Data relating to a customer who has entered into a contract or is involved in any business transaction with us will be retained for a period of 12 months from the end of the business relationship.
- Data relating to a prospective customer e.g. a person who has been introduced to one or more properties, either by way of viewing appointment or by giving verbal/written property information, but who is not involved in a transaction or any other business activity through us, will be retained for 6 months from the time we last had communications with you. This is in order to ensure a complete record of activity against each corresponding property. Data relating to an inactive customer/prospective customer will be retained for a period of 12 months from the time we last had communication with you.

Our website <https://goldkeylettings.co.uk>

We may collect personal identification information from Website Users in a variety of ways, including, but not limited to, when Users visit our site, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, phone number.

We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information.

We may in addition collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet Service Providers (ISP) utilized and other similar information.

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, some parts of the Site may not function properly (as intended).

Gold Key Lettings & Management collects and uses Users personal information collected from our website for the following purposes:

- To personalize user experience: we may use information to understand how our Users as a group use the services and resources provided on our website.
- To improve our Website: we continually strive to improve our website based on the information and feedback we receive from you.
- To improve customer service: your information helps us to more effectively respond to your customer service and support requirements.
- To send periodic emails: the email address Users provide will only be used to respond to their enquiries, and/or other requests/questions. If the User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc.

If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How to contact us

Should you have any queries in respect of this Privacy Policy, please contact our office at

Gold Key Lettings & Management
84-86 The Common
Ecclesfield
Sheffield
South Yorkshire
S35 9WN

Telephone: 0114 2464000

Email: office@goldkeylettings.co.uk

If we are unable to resolve your concerns, The Information Commisioners Office (ICO) monitor the General Data Protection Regulations 2018 and can be contacted by email at <https://ico.org.uk>.

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