



PRIVACY NOTICE
GENERAL DATA PROTECTION REGULATION (GDPR) - MAY 2018

Please read the following information carefully.

This privacy Notice contains information about what data we collect and store about you and why.

It also tells you who we share this information with, the security mechanisms we have put in place to protect your data and how to contact us if you have a complaint
Platinum Property Marketing & Management Limited are committed to protecting and respecting your privacy.

We will not share your personal information with any other third parties, without your consent, other than as confirmed in this Privacy Notice.

Platinum Property collects and uses and is responsible for personal information about you . When we do this, we are the 'controller' of this information for the purposes of the General Data Protection Regulation and other applicable data protection laws.

We need to hold this information in order to sell or Let properties.

We hold information in relation to you in order:-

- To fulfil our obligations to you when providing you with our property services
- To share your information with others where necessary to fulfil our property services for you or where acting as agent for a third party on your behalf;
- To comply with our statutory and regulatory obligations, including verifying your identity, prevention of fraud and money laundering and to assess your credit worthiness;
- Communicate with you during the course of providing our services, for example with your enquiries and requests;
- Statistical purposes so we can analyse figures to help us manage our business and plan strategically for the future
- To provide you, with information about goods or services we feel may interest you: where you have provided permission for us to do so or, if you are an existing customer where we choose to contact you by electronic means (including newsletter and email) with information about our own goods and services similar to those which you have already obtained from us or negotiated to obtain from us

Who do we share your information with?

- We will pass your details to the following organisations (our "data processors") who carry out certain activities on our behalf as part of us providing our services: payment service providers, property management agents, credit reference and fraud prevention agencies, cloud computing host providers, technical support service providers, advertising networks services, email marketing services, financial services, business partners, sub-contractors, services, etc. We may also contact you by text message.
- We will also pass your details where necessary to your property solicitors and those of the other party to your transaction. We will also disclose your personal information to third parties:
- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If our company or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.

- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation, or to protect the rights, property, or safety of our company, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- We will not share your information with third parties for marketing purposes without first obtaining your prior consent.

Is your data secure?

- We audit our website's performance and security, to prevent any downfalls which may put at risk the website's security and data collected. If you have any reasons to believe that our website is not performing at its best in securing your data, please get in touch via info@platinumpropertymam.co.uk.
- We undertake business and website audits which enable us to further develop our strict procedures and security features to prevent unauthorised access.
- You have a right to request a copy of the personal information we hold about you, known as a data subject access request. You also have the right to request that information we hold about you which may be incorrect, or which has been changed since you first told us, to be updated or removed.

How to request erasure of your data

You can ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where you have withdrawn consent for us to process it (as explained below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

How to withdraw your consent

You have the right at any time to withdraw any consent you have given us to process your personal data. Please note if you withdraw your consent it will not affect the lawfulness of any processing of your personal data we have carried out before you withdrew your consent. Should you wish to do so you can change your consent preferences at any time by contacting us on 01782 392211.

In order to sell, let or rent a property we do have to hold information.

What we do with your information collected by us

When carrying our business activities in relation to the valuation, sale, acquisition /purchase, letting or arranging a tenancy, of A property and/or land we collect the following personal information that you will need to provide to us:-

- Your full legal name
- Your date of birth
- Your telephone contact numbers
- Your home address and the property address if different, any previous address information of up to three years
- Bank details
- In the case of a company, your registered office address and the address we should contact you at on a daily basis (if different)
- Verification & credit status.
- Your email address

- Proof of identity documentation to comply with the current Money Laundering Regulations. Usually we will take our own copies of your passport and photo driving licence, also we may ask to take a copy of a recent utility bills, council tax bill, bank statements, wage slips, identity cards.
- When arranging to rent property through us, we will often provide a Landlord of details to include your salary, employment information references, any children and/or pets who intend to occupy the property, Your banking details where required such as where you are letting a property or, where renting, to set up an approved tenancy deposit account for you and arrange for rental payments.

Information collected from other sources

- In order to identify the legal owners of properties and land that we market for sale and to let, we may obtain from the Land Registry documentation to verify the legal names of the legal owners.
- Where we need to collect personal data by law (for example, to meet our obligations to prevent fraud and money laundering) or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to a) perform the existing contract and/or services as requested, b) enter in a contract and/or services as requested. In this case, we may have to cancel a contract or service you have with us, but we will notify you if this is the case at the time.
- When we take instructions from a company to sell, buy or let property or land, we will usually check information provided with that held at Companies House.
- Property Portals, such as Rightmove, Zoopla, on The Market & Prime Location and other property portals send us your personal data when you have requested them to do so.
- Telephone calls to protect our legitimate interests, our calls may be recorded for training or monitoring purposes.

How We Use Your Personal Information

- When carrying our business activities in relation the valuation, sale, acquisition, letting or arranging a tenancy / and /or land we collect the following personal information that you provide to us.
- When arranging a valuation / market appraisal, we will require your name, address, telephone number and email address. (in order to issue our Privacy Notice, Agent Agreement and Terms of Business and Draft Sales or Rental Particulars. Along with general correspondence that occurs within the nature of our business.
- Where you are not the legal owner of the property we will request details from you as to your ability to sell to let the property, such a Power of Attorney, Grant of Probate or Guardianship order.
- As a Seller / Vendor when you accept an offer on a property we will pass your name, address, telephone number and email address to the solicitors for yourself and the buyer, the memorandum of sale containing this information will be issued to both solicitors and the buyer.
- As a Buyer when you have an offer accepted on a property we will pass your name, address, telephone number and email address to the solicitors for yourself and the buyer, the memorandum of sale containing this information will be issued to both solicitors and the Seller.
- As a Buyer when you have an offer accepted on a property we will pass your name, address, telephone number and email address to the solicitors for yourself and the buyer, the memorandum of sale containing this information will be issued to both solicitors and the Seller.
- As a Buyer or Seller we shall pass on full chain details to other estate Agents in the chain, the information that we pass on will be you name and address.

- To assist in ensuring sales/purchase run smoothly we also pass your name and the property address to all solicitors concerned in the chain.
- As a Landlord or Tenant we issue the Assured Shorthold Tenancy Agreement to both parties,
- Landlord and Tenant information details are passed to the DPS or My Deposits.
- Where we Find & Place a Tenant only, we will exchange contact information between the Landlord and Tenant(s) , we shall also disclose landlords bank account information in order for the rent to be paid into.
- If you are a tenant renting under the 'Right to Rent' scheme we will collect details of your residence card, your immigration status and or your birth certificate to carry out required checks.
- Guarantor and permitted occupier(s) contact details will automatically be passed to a Landlord.

Sales - Seller and Buyers

- Any property has to have a valid EPC certificate in order to be on the market For Sale or To Let, we shall pass your contact number and address to our approved Third Party Providers automatically. We will provide them with the property address and possibly a contact number for you in order to arrange a mutually convenient appointment.
- During the process of a sale it is highly likely that the buyers lender or buyer (if a cash purchase) will instruct for a valuation / survey to be carried out. We will provide them with the property address and possibly a contact number for you in order to arrange a mutually convenient appointment.

Whether information has to be provided by you, and why:-

- In the case of a purchase under the regulations, we do require to see proof of funds and if we do take a copy, we shall store this electronically.

Lettings- Landlords & Tenants

- We have relationships with a number of third party contacts, we will routinely share your name, address and telephone number and possibly email address.
- This data sharing enables us to facilitate repairs, maintenance, check out, cleaning, legionella risk assessments, inspections, gas safety certificates, courts, landlords insurance companies, utility providers, other letting and management agents, law enforcements agencies, emergency services, benefit authorities, deposit protection bodies, next of kin, taxation authorities, home office, joint tenants, guarantors, educational institutions, debt collectors, trades people, as efficiently as possible. We will never share your proof of identity documentation with these third parties.
- Tenant Reference is under taken with Let Alliance and the applicant (perspective tenant) we shall provide name, address, date of birth , telephone number, email address, annual income.
- Next of Kin and Emergency contact is stored securely in house only and not passed to any third parties, except in the case of an absolute emergency.
- Transfer of your information outside the European Union (EU) (European Economic Area EEA)
- We are not aware of any reason where it may be necessary to transfer your personal information outside the EU/EEA or to an international organisation . Should request for such information be sent to us by a law enforcement agency we would only ever so so at the insistence of the UK's National Crime Agency.
- Your tenancy agreement provides that in certain situations you must give us information when asked. This is a legal obligation because it is a contractual requirement. You should refer to the relevant clauses in your tenancy agreement which tell you the situations in which such information must be given.

- Rent & Payment collection - This includes records we compile to record receipt of rent and other payments from you and associated documentation relating to such payments. This also includes any documentation where we need to issue reminders for payment, including levying charges for interest or fees for late payment.
We keep this information in order to compile correct and up to date records. This is done for contract performance.
- Recovery of arrears, claims and possession proceedings - In the event of non-payment of rent or other payments due, or if there is non-performance of the contract (including allegations against ourselves) then we record this and enter into relevant communications. This includes information and documentation related to any proceedings which may be commenced or brought against us in relation to these matters, including proceedings to recover possession of the property.
- Repairs/housing standards/health and safety - This includes condition surveys, inspection reports, reports of repairs required and information about actions taken. This extends to conditions and standards generally at the property including health and safety, e.g. gas safety.
- We handle this information to ensure that the property and its contents are properly maintained. This is done both for the purposes of contractual performance and, where applicable, to comply with our legal obligations.
- Tenancy termination - A tenancy may run out and the tenant leaves. Tenants can leave early while the tenancy is still running on. We may serve notice requiring the tenant to vacate and, if need be, enforce this by court possession proceedings.
- Tenancy terminations of whatever kind also involve the return of any deposit paid, possible claims against guarantors, claims on rent insurance or property insurance, arrangements for tenants/residents to vacate the property, tenants/resident's property being left behind. They also give rise to issues around the state and condition in which the property has been left, e.g. cleanliness.
- We handle information relevant to these matters concerning tenancy termination. This is done in our own legitimate interests. These are to ensure that the property is returned to us in a proper state with vacant possession and that all appropriate financial claims by either party against the other are correctly dealt with. These include our obligations in relation to the refund of deposits, to comply with our contractual obligations between us and the tenancy deposit scheme with whom the deposit is protected.
- Correspondence etc - Correspondence includes all ways in which we receive communications from whatever source. This includes emails, text messages, social messaging and messages, letters and documentation. This can include photographs and other visual recordings.
- We handle these communications initially relating to entering into the tenancy agreement and then for the management of the tenancy and the property, as well as associated matters arising under the various categories of information referred to in this Table. This is done for contractual performance where applicable, to carry out any applicable legal obligations imposed on us, to protect your vital interests, or in our legitimate interests. These legitimate interests are to ensure that we have the necessary information relating to these matters and for accurate record keeping.
- Car registration - We may hold records of car registrations for vehicles which you keep at or in the vicinity of the property.
- We handle this information to manage the property for contract performance.
- We also handle this information in our own legitimate interests and those of others, such as neighbours in order to monitor and regulate parking. This is to protect our own property interests and rights and those of others such as neighbours who may be affected by parking issues.

How Long Will We Store Your Personal Data

We are relying on your consent to process and store your personal data in order that we can 'keep in touch' with you from time to time with newsletters, property details and general market information.

You have the right to withdraw this consent at any time, but this will not affect the lawfulness of any processing activity we have carried out prior to your withdrawing your consent.

Our Data Protection Officer is
Donna Povey - Tel: 01782 392211.
Donna Povey
Platinum Property Marketing & Management Limited
422 Sandon Road
Meir Heath
Stoke-on-Trent
ST3 7LH

Tel: 01782 392211

Email: info@platinumpropertymam.co.uk

We shall store your data as follow:-

SALES AND LETTINGS

- When we value your property for Sale or To Let and we do not market for you, we shall retain your personal information for 2 years.
- When we value your property and we do market for you, we shall retain your personal information for 2 years.
- When we value your property and we do market for you, and a sale or Let is not achieved we shall retain your personal information for 2 years.
- When we value your property and we do market for you, and a sale is achieved we shall retain your personal information for 2 years following the completion date.
- When we value your property and we do market for you, and a Let is achieved we shall retain your personal information for 2 years following the termination of the management/ tenancy.
- When you register as a prospective Buyer – we shall retain your personal information for 2 years.
- When you register as a prospective Tenant – we shall retain your personal information for 2 years.
- When you Let a property - we shall retain your personal information for 2 years following the end of the Tenancy and your departure from the property.

Our Security

The security of information is paramount to us and we have measures in place which are designed to prevent unauthorised access to your personal information. These include, but are not limited to:-

- Electric data files – this being on a UK 'Cloud' based secure client management system
- Hard copy files are stored in locked cabinets before being securely destroyed
- Future Processing
- We do not intend to process your information for any reason other than stated within this privacy notice, if this changes, we will inform you by email

Changes To This Privacy Notice

- We regularly review our internal privacy practices and if this policy is changed we shall inform you either by post or by email.

Your Rights

- Under the General Data Protection Regulation, you have a number of important rights that you can exercise free of charge, in summary these are:-
- Transparency over how we use your personal data and fair processing of your information
- Access to your personal information and other supporting information
- Require us to correct any mistakes or complete missing information we hold on you
- Require us to erase your personal information you have provided to us or have this information be sent to a third party, this will be provided to you for the third party in a structured, commonly used and machine readable format
- Object at any time to processing of your personal information for direct marketing
- Object in certain other situations to the continued processing of your personal information
- Restrict our processing of your personal information in certain circumstances

If you require more information about your rights under the GDPR please see the Guidance from the Information Commissioners office <https://ico.org.uk/>

If you wish to exercise any of these rights, please Email, telephone or write to our Data Protection Officer.

Get In Touch

If you have any questions about this Privacy Notice or the information we hold about you, please contact our Data Protection Officer.

The best way to reach us is by email: info@platinumpropertymam.co.uk, or please telephone 01782 392211 and ask to speak to Donna Povey.

Complaints about the use of your personal data

If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated by writing to:-

Donna Povey
Platinum Property
422 Sandon Road
Meir Heath
Stoke-on-Trent
ST3 7LH.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the UK data protection regulator, the Information Commissioner's Office.

Further details can be found at www.ico.org.uk or 0303 123 1113