

# Privacy Notice for Landlords Purchasers and Vendors

Riverdale Estates Limited is committed to protecting and processing your personal data in accordance with the General Data Protection Regulation and the Data Protection Act 2018 (the Legislation). For the purpose of the Legislation and your personal data, Riverdale Estates Limited is the Data Controller, Kate Fell is the person responsible for data protection and can be contacted at Riverdale Estates Limited, 10 Wherry Lane, Ipswich IP4 1LG, telephone: 01473 217600, email: kate@riverdaleestates.co.uk.

The General Data Protection Regulation is intended to safeguard your personally identifiable information or personal data. This privacy notice will be regularly reviewed and updated.

## Information held

The personal data we process in the course of carrying out our agreement with you for the letting and/or management of your property or sale/purchase of your property will include the data set out below. We would not normally expect to process and "special category" sensitive data (e.g. health information, political or religious beliefs, sexual orientation etc.).

1. Name
2. Contact details (email, telephone and postal address)
3. Date of birth
4. Next of kin details
5. Bank details
6. Copy passport and other documents which you may provide as evidence of your ID and address.

As well as collecting data from you, we may source data from 3<sup>rd</sup> parties or via third parties e.g. local authorities and the Land Registry.

## Use of Data and Lawful basis of processing

We will process your personal data for the following purposes and on the bases for lawful processing set out below:-

We will process your personal data for the purpose of letting and/or managing your property or dealing with a sale as set out in our agreement with you. The basis for this processing will be that it is necessary for the performance of our contract with you or in order to take steps at your request prior to entering into such a contract.

If you are a purchaser we will process your personal data for the purpose of dealing with your purchase. The basis for this processing will be that it is necessary for our legitimate interests in fulfilling our contract with the vendor and your legitimate interest in pursuing the property purchase.

We will retain and process your personal data after the end of our agreement with you (or completion of any purchase) in accordance with the retention periods set out below. The basis for this processing will be that it is necessary for our compliance with our legal obligations and that it forms part of our legitimate interest in ensuring that we maintain appropriate business records in case of future queries or disputes.

We may process your personal data for direct marketing purposes to keep you informed of the services which we provide from time to time and other relevant opportunities. This processing will be limited to processing of your name and contact details. The basis for this processing will be that it forms part of our legitimate interest in ensuring that you are made aware of the full range of services we provide and other relevant opportunities

We do not carry out any "automated decision making" as defined in the GDPR as part of our processing of your data.

*"We share your name, email address and the product/service you purchased (as obtained during the order process) with Feefo, who will send you an email on our behalf asking you to complete a review. Our legal*

*basis for doing this is our legitimate interest in asking for feedback in order to improve our products and services.*

*Please see [Feefo's privacy policy](#) for more information on how Feefo uses the reviews you submit."*

## **Recipients of personal data**

It will be necessary for us to process or share all or some of your personal data with a range of individuals, businesses and organisations and these may include those stated above.

## **Where is the data stored?**

Your personal data is always stored within the European Union or outside of the European Union but with an organisation operating under the General Data Protection Regulations.

## **Retention period and criteria used to determine the retention period**

We will retain some elements of your personal data for up to six years after we cease to let and/or manage your property in order to comply with our legal and regulatory obligations. What information can be anonymized will be when no longer required for either contractual fulfilment or a legitimate interest. If the lawful basis for processing your data was consent then you may withdraw consent at any time.

## **Your rights**

You have a right of access to check your personal data to verify the lawful basis of processing. We are obliged to respond to an access request within 30 days and may not charge a fee unless the request is unfounded, excessive or repetitive. If a fee is charged it is to be a reasonable fee based upon the administrative cost of providing the information.

You have a right to rectification if the data we hold is either inaccurate or incomplete. If your data has been disclosed to third parties then we must inform them of the rectification, where possible.

You have a right to erasure of your data when consent is our basis of processing (the right to be forgotten). You may request that your personal data be erased, for example, where there is no compelling reason for its continued processing or where you withdraw consent. We will comply with your request unless we have another basis of processing justifying our retaining the data (for example a legal requirement or the defence of a legal claim).

You have some rights to ask us to restrict processing i.e. to block or suppress processing where, for example, the data may be incorrect and whilst the accuracy is verified. We are permitted to store the data.

## **Your right to object**

You do have a right to object to further processing of your personal data where the processing is on the basis of our legitimate interests. We may be required to stop processing unless there is some other legitimate basis of processing such as a legitimate interest or a requirement for the exercise or defence of a legal claim or there are compelling legitimate grounds to continuing the processing in accordance with article 21(1) of the GDPR.

## **Withdrawal of consent**

Where the lawful basis for processing is your consent, you may withdraw consent at any time by writing to, Kate Fell, Riverdale Estates Limited at 10 Wherry Lane, Ipswich IP4 1LG, telephone: 01473 217600 or emailing [kate@riverdaleestates.co.uk](mailto:kate@riverdaleestates.co.uk).

## **How to lodge a complaint with the supervisory authority**

The supervisory authority responsible for data protection is the Information Commissioners Office (ICO) to whom concerns may be reported by phone on **0303 123 1113** or +44 1625 545 745 if calling from outside the UK, by email using the form on the website [ico.org.uk](http://ico.org.uk) or the livechat function.