

PRIVACY POLICY

Introduction

By using the Website and any services we offer, you agree to be bound by this Policy in respect of the information we collect about you.

Peter David Properties Ltd (or any franchisee)* are committed to complying with the General Data Protection Regulation and the Data Protection Act 2018. Looking after the information you share with us is very important and we want you to be confident that your personal data is kept safely and securely and to understand how we use it to offer you an excellent buying selling or renting experience

For the purpose of the Data Protection Act 1998 (the Act) and the General Data Protection Regulation (GDPR), the Data Controller is Peter David Properties Ltd, 361 Skircoat Green Road, Halifax HX3 0RP.

By using our Website, you are deemed to have accepted our Terms of Use; please ensure you have read this document available here.

The purpose of this privacy policy (hereafter "Policy") is to give you a clear explanation about how Peter David Properties Ltd use, store, share and control the personal and behavioural information you provide (or that we collect from you) when you contact us or otherwise engage with us via our Website or other media. This can be done in a variety of different ways which can include but are not exclusively limited to: -

- in person via our branch office network,
- by telephone,
- by post,
- by SMS,
- by email,
- live web chat,

- social media such as Facebook and Twitter,
- via our Website,
- via property portals such as www.rightmove.co.uk,
www.zoopla.co.uk, www.primelocation.com

These are collectively known as our "Communication Channels".

By engaging the services of Peter David Properties Ltd or by visiting our Website you are accepting and consenting to the practices described in this policy.

If you have any queries or comments about the policy, our use of your personal information or wish to unsubscribe from messages from us, please get in touch by contacting the Data Protection Officer at Peter David Properties Ltd, 361 Skircoat Green Road, Halifax HX3 0RP or email halifax@peterdavid.co.uk

1. Personal Information Collected

1.1 "Personal information" is any information that relates to you and identifies you personally, either alone or in combination with other information available to us. To use the Peter David Properties Ltd services on the Website, you will need to provide certain information about yourself, including your name and contact details. where services are purchased, we will require bank details, credit or debit card and information about your property or personal circumstances as a Seller, Buyer, Landlord, Tenant, Licensee or anyone interested in a property or the products & services offered by us.

1.2 Information to enable us to tailor our marketing and communications to you, based on your personal preferences, such as the types of service you are looking for, the location of your search area, the budget you are willing to spend etc. (hereafter "Criteria").

1.3 We may also ask you to complete surveys, either on our own Website or through a third-party provider, which we use for research purposes; although you do not have to respond to them.

1.4 Peter David Properties Ltd may also collect information about how you use the Website or Online Platform including your searches, the properties and pages you look at, the advertisers or partners you contact and the contents of the emails you send to them. We will collect information on your use of dashboard and any correspondence that you have with us as well as your IP (internet protocol) address and cookies which may uniquely identify your browser or account. This will help us with verification and identity.

2. How we use your information

2.1. Your Information enables us to provide access to the website and dashboard. (In accordance with the Terms of Use and Service Agreement) and supply the services requested. The information may be used to identify patterns which we can use in our marketing and to help us develop and improve our services. We use the personal information you share with us to tailor our Services to your requirements, and to provide the best possible user experience when dealing with our staff or when using our company website www.peterdavid.co.uk (hereafter "Website"). We may use your Information to contact you for your views on our services and to notify you (occasionally) about important changes or developments to the Website or Online Platform or any of our products and services. Where you have consented, we may also use your Information to contact you with details about any other products or services we, or our partners or advertisers offer that may be of interest to you. Where you have consented to being contacted by third parties, we may make your Information available to them. If you change your mind about being contacted in the future, please write to us at the address above.

When you contact us a record of your communication will be kept.

2.2 Your address will be disclosed on marketing materials such as digital property particulars, it will also contain reference to the characteristics of your property provided and on all property portals

3. Response Information

3.1 To register on the Website, you will be asked for personal information your name, address, telephone number, email address and a password. You can change and update this information at any time through the dashboard.

3.2 Information for payment such as the name, card number, start date, expiry date, security code or issue number as well as your bank details will be required. This information will be used to take the agreed payment or to pass to the provider (as defined in the service Agreement) and will not be stored by the card merchant and or the future will you get the choice to use the same card and we will then call for the information from the card merchant. You can choose not to have your card stored should you so wish.

3.3 We will also use your personal information to assess your creditworthiness (in the case of buying or renting a property) and to prevent fraud. For this purpose, we may need to share your personal information with our referencing providers and/or solicitors (see “how we share your personal information” below). This is necessary for the purposes of our legitimate interests in ensuring we are not the victim of fraud and to protect our legal rights.

3.4 If you contact our team (or vice versa), we will use personal information such as your email address, phone number and residential address as well as your contact history to process your request and provide you with the best service possible. We will process your personal information in this way if it is necessary for the performance of a contract or if it is required for us to comply with any legal obligations. If it is not necessary to process your personal data for either of these reasons, we

will process it as it is necessary for the purposes of our legitimate interests in ensuring we can provide the best service possible.

3.5 When you register your details with us for any of our Services, or enter in to a transaction with us, provide feedback on our service online or use our Website; we will use your personal information to create a profile based on the information we hold about you. This is necessary for the purposes of our legitimate interests in ensuring we have accurate information about you in one place. We create your profile in accordance with your preferences in order to provide you with the best personalised experience, to send you relevant and personalised information, property updates, Service information and for opinion research purposes. Below you can find a more detailed description of the ways in which we will use your personal information for these purposes.

3.6 The way you interact with us across all the different channels described above (e.g. our Website, social media and marketing messages we send you) and the information we collect in that regard from each of these channels provides us valuable information about your current circumstances and preferences. This insight gives us the opportunity to offer you the best customer service experience possible. To learn about you and your interests, we analyse your interactions with our company using various kinds of information, as set out above. If you have registered your details with us or engaged one of our services by entering into a transaction with Us, or if We are permitted by law to send such communications without obtaining your consent, We use the information that you have provided to us when interacting with us for sending you personalised marketing messages about our products or services, events and promotions. In some instances, we will also aggregate your personal information with that of other individuals, to create comprehensive reports about how clients and customers use our products and services.

This is necessary for the purposes of our legitimate interests in analysing our brand and determining how to improve our services.

3.7 The messages we will send you will be personalised and tailored to your individual preferences and requirements. We use analytics in order to generate such personalised messages. These analytics will process your personal information and place you in categories, which determine the content of the messages you will receive from us. These direct marketing messages may contain information about our products and Services, events or promotions and other company news. We personalise these messages based on that it is necessary for the purposes of our legitimate interests in ensuring that we provide the most appropriate information. We will, in certain circumstances, also use the channels for opinion research (such as to ask if you would like to participate in a survey) and to learn about your experience and improve your experience with Peter David Properties Ltd, including by sending you personalised messages.

3.8 We will use your personal information (including by anonymising and aggregating it with other customers' personal information) for sales and financial analysis purposes, to determine how Peter David Properties Ltd is performing and where improvements can be made and where necessary to report back to our parent or affiliate group companies. This is necessary for the purposes of our legitimate interests in understanding how our business is performing and considering how to improve our performance. We will ask for your consent if we wish to use your personal information for purposes other than those listed in this privacy statement and as required to do so under applicable law. We will not use your personal information for other purposes before we have received such consent.

4. Sharing Information, Viewings and Offers

We treat your personal information with care and confidentiality and do not share it with third parties other than as set out below:

4.1 We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

4.2 Where required we may share limited personal information you provide when you register with us or enter in to a transaction with us, as necessary and only for the purposes and on the lawful grounds described above with various third parties who process your personal information on our behalf (Data Processors), such as;

4.3 Including but not limited to Solicitors/Conveyancers, Surveyors, Financial/Mortgage advisors, other estate agents in a chain, Developers where a purchase is agreed, contractors, utility providers and property maintenance services.

Software and system providers including but not limited to Property Software Group, Thesaurus Technology, Rightmove, OnTheMarket, iam-Sold, SDL, Briefyourmarket.

Website Hosts and analytics platform providers including but limited to, Google Analytics, Google AdWords Remarketing & the Google Display Network, Briefyourmarket.

We require that these service providers and other third parties adhere to strict rules when processing your personal information, including to only use your personal information in accordance with our specific instructions (such as for the purposes of completing referencing or contacting you to arrange access to carry out necessary repairs) and the applicable laws.

4.4 Peter David Properties Ltd will disclose personal information where required by law or legal process, for the administration of justice, to protect your vital interest, for investigations by law enforcement or regulatory bodies, to protect and Peter David Properties Ltd property and

legal rights, to protect the personal safety of our website users or by order of a valid injunction from a court or law enforcement agency.

4.5 In the event that we sell or buy any business or assets, we may disclose your personal data to the prospective seller or buyer of such business or assets.

If Peter David Properties Ltd or all its assets are acquired by a third party, personal data held by us about our customers will be one of the transferred assets.

4.6 Personal information of others:

Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with the terms of this privacy policy.

5. Updating Data

Once registered on the website you can update your information. If you wish to de-active your account, please email halifax@peterdavid.co.uk . By using the site and the services you are consenting for your personal data to be shared with the other buyer/seller and their solicitors.

6. Deleting data

The length of time we hold your information for will vary dependent on lawful basis for collecting and processing the data.

6.1 Peter David Properties Ltd will hold data supplied where there is a legitimate interest in doing so (such as where a client or customer has registered with us, expressing an interest in in any of our Services such as buying, selling, letting or renting a property through us.)

6.2 Where a transaction has been entered in to and there is a contractual necessity to do so, or where there is a requirement to comply with legal obligations (for example in order to comply with the

requirement of the TPO Codes of Practice, both for Sales and Lettings Agents, to maintain clear and full written records of transactions for a period of six years and to comply with the Money Laundering Regulations 2017 requirement to hold records for a period of 5 years).

6.3 If you have an Account on our Website and it has been deemed dormant then we may delete the Account and all personal information “tied to” or “held against” it. We consider an Account to be dormant if one of the following conditions is met:

- it has not been accessed by you for more than 5 years (7 max),
- if you have not responded to any emails sent to the registered email address,
- if we receive email delivery failure notifications in response to any email sent to the registered email address,
- the Account is in breach of our Terms of Use.

7. Your Rights

You have the right to ask us not to process your personal data for marketing purposes, to alter your preferences for the type of marketing content you receive (such as properties for sale, information about related services etc) or to alter the methods via which you receive marketing correspondence from us (i.e. via email, text, post or phone call). We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes.

You can also exercise the right to prevent such processing of your data at any time by contacting us at halifax@peterdavid.co.uk or by following the links contained in our correspondence.

Our Website may, from time to time, contain links to and from the websites of our partners and third-party service providers. If you follow a

link to any of these websites, please note that these websites may have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites. Use of third-party websites is at your own risk.

8. Access To, Deletion, And Correction of Personal Information

You can update some of your personal information by signing into your Account on our Website using your email address and password. In addition, you may contact us, and we will be able to update your records on our data management systems - please let us know if the personal information which we hold about you needs to be corrected or updated. If you would like to know what personal information Peter David Properties Ltd holds about you, you may make a request to Peter David Properties Ltd for copies of this information. You should be aware that we will need to see proof of identity before processing any such request (known as a 'subject access request'). If requested, Peter David Properties Ltd will use reasonable efforts to supply, correct or delete information about you on file.

All subject access requests should be made in writing and addressed to for attention of The Data Controller, Peter David Properties Ltd 361 Skircoat Green Road, Halifax HX3 0RP.

In addition, you may write to us at any time requesting amendments to certain personal information that you consider to be incorrect or irrelevant or to request that we block, erase or otherwise remove your personal information (The Right to Erasure/The Right to be Forgotten).

You may also write to us at any time to object to our use of your personal information or request that we provide your personal information in a usable electronic format and transmit to a third party (Right to Data Portability). We will comply with these requests in relation to your personal information in line with applicable law.

9. Personal Data Breaches

In order to comply with applicable law, Peter David Properties Ltd has implemented procedures to detect, report and investigate personal data breaches.

A data breach is defined by the Information Commissioner's Office (ICO) as;

"A breach of security leading to the destruction, loss, alteration, unauthorised disclosure or, or access to, personal data."

The ICO will be informed of all data breaches which present a high risk to our clients and customer's rights and freedoms and in line with applicable law, a notifiable breach will be reported within 72 hours of us becoming aware of it. The individual(s) involved will also be informed.

10. Changes to This Policy

Peter David Properties Ltd has pledged to adhere to the fundamental principles of privacy and data protection. We therefore regularly review our privacy statement in order to ensure that it is free of errors and clearly visible on our website, that it contains appropriate information about your rights and our processing activities, and that it is implemented and is compliant with applicable law. If we make significant changes to this privacy statement, we will inform you by posting a notification on our websites along with an updated version of the privacy statement.

11. Cookies and tracking

We use cookies and other similar technologies in the operation of this website.

A cookie is a piece of information that a website puts on your device so that it can remember something about you or your device at a later date. We use cookies to distinguish you from other users of our website. This

helps us to provide you with a good experience when you browse this website. By using our website, you agree to our use of cookies.

This policy explains what cookies we use on our website and how you can refuse or withdraw your consent to cookies. You can find out more information about cookies

at www.allaboutcookies.org and www.youronlinechoices.eu.

Cookies used in this website

We only use two types of cookie on this website:

Session cookies

These are typically required by us to make sure you can move freely from one page to another and so that you can access and use certain services within the website. Normally these cookies only last while your browser is open and are deleted when it is closed. Some may need to remain for longer than the duration of your visit (or “session”).

Cookie's Name	When Created	What is its purpose?	CookieType
ASP.NET_SessionId	When you enter the site	Remembers which browser version you are using and certain choices you make so you do not have to repeat your choices on each page.	Session
LastSearch	When you perform a search	Remembers what you searched so you do not need to re-key the information if you return to the search.	Session
EstateWeb_CIP_EmailAlerts	When you perform a search	Remembers your user ID for email alerts log-in if you return to the website	Persistent
ctl_cntrlSearch	When you perform a search	Controls what is displayed in search results and how results are displayed; how many per page etc.	Session
CMS.User.Profiling.Profile	When	Remembers which	Persistent

	you 'save' a property	When you submit a form	Remembers which properties you have saved into the list Variations of this cookie store data from forms you complete & submit so you don't have to enter it again	Persistent
Form_Your Name_Forms.RadTextInp ut				
_gat		When you enter the site	Used to throttle request rate for Google Analytics	1 minute
_gid		When you enter the site	Used to distinguish users in Google Analytics.	24 hours
_ga		When you enter the site	Used to distinguish users in Google Analytics.	2 year expiration

Persistent cookies

These cookies allow you to set and store preferences for the website, such as when you are offered the option to customise elements of the layout or content of the website. These cookies may also help us to monitor, debug and optimise the performance of the website. These cookies remain after you close your browser to remember your actions and preferences when you return to our website.

Some websites use persistent cookies to provide targeted advertising based on your device's browsing history, but not ours!

CMS.User.Profiling.Profile	When you 'save' a property	When you submit a form	Remembers which properties you have saved into the list Variations of this cookie store data from forms you complete & submit so you don't have to enter it again	Persiste nt
Form_Your Name_Forms.RadTextInpu t				
Estateweb_CIP_Email_Aler ts		When you perform a search	Remembers your user ID for email alerts log-in if you return to the website	Persiste nt
Shortlist	When you 'save' a property		Used to display saved properties and to allow for arranging viewings for multiple properties	Persiste nt

Refusing or withdrawing your consent to the use of cookies

You may refuse to accept cookies by altering the settings on your internet browser. For more information about how to do this, look at your browser “help” section or visit www.allaboutcookies.org or www.youronlinechoices.eu.

If you adjust your internet browser settings to refuse the setting of cookies, you may not be able to access or use fully certain parts or functionality of our website.

Updates to this policy

So that we can offer you the best possible online experience, new services using cookies may be added to our website from time to time. We aim to keep the cookie information provided here as accurate as possible and use all reasonable efforts to review regularly and update the details. When we update these details, we will post changes on this page so please check back frequently.

12. The Right to Lodge A Complaint

If you have a complaint regarding how Peter David Properties Ltd have handled your personal data, subject access request or right to erasure, you have a right to lodge a complaint with a supervisory authority, in this case the ICO, using the contact details below.

Information Commissioner’s Office
Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to halifax@peterdavid.co.uk

*This Privacy Policy applies to Peter David Properties Ltd 361 Skircoat Green Road, Halifax HX3 0RP. Each franchise of Peter David Properties Ltd operate the same policy but the relevant contact information will be different for each office. If you have any concerns or comment about your data and privacy you should directly contact the office you have engaged with.

(Updated May 2024)