



# Whittingtons

## Privacy policy

This privacy notice sets out how we will process personal data we collect from or about you, or which you provide to us. Please read this notice carefully to understand why data is being collected and what we do with that data. Our website and services may contain links to independent websites which are not provided by us. Such independent sites are not under our control, and we are not responsible for and have not checked and approved their content or their privacy policies. We may change the privacy notice from time to time by amending this page. For the purpose of the Data Protection Act 1998 and General Data Protection Regulation EU 2016/679 (GDPR), the data controller is Whittington and Co estate letting agent LTD, a company registered in England under company number 09566561, whose registered address is 41b Beach Road, Littlehampton, West Sussex, England, BN17 5JA

What type of information will we collect from you?

The personal information we collect from you will typically include the following:

- Full name and contact details (including your contact number, email and postal address).
- Information relating to your identity where we are required by law to collect this to comply with the Anti Money Laundering Regulations 2017 and the Immigration Act.
- Information on your close connections where we are required to conduct conflicts of interests under regulatory obligations.
- Information on any access requirements you have necessary to enable us to find suitable properties for you, which may consist of special category personal data comprising details of any disability or other health information about you.
- Details about your areas of interest where we wish to send you marketing information about similar products and services eg: Property related Newsletters and Magazines.
- Usage information about your visits to our website (which enable our website to remember information about you and your preferences) and use of our site. Please read our 'Cookie Policy' for further details. This may include information about your

visit, including the full Uniform Resource Locators (URL), clicks through to and from our site, page response times, download errors, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our telephone number.

- Other technical information, including what devices you use to connect to our website, device location data where this function is not disabled by you on your device, the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions, [operating system and platform.
- Your communications with us, including a record of the email or telephone correspondence created when you contact us as part of a product or service query. Where we need to collect personal data by law (eg: 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 perform the contract we have or are trying to enter into with you (for example, to provide you with our services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

On what basis can we process your information?

The legal grounds under GDPR for processing your personal data are as follows:

- It is necessary for the performance of a contract to which you are a party, or to take steps prior to entering into a contract with you, for us to provide you with our products and services.
- You have given us explicit consent to the processing of your personal data for one or more specific purposes, namely 1) where you have given us consent to receive electronic marketing by us and/or: 2) to process your Special Category Personal Data described above. You do not need to provide us with marketing consent in order to receive our services.
- It is necessary for the purposes of our legitimate interests, except where our interests are overridden by the interests, rights or freedoms of affected individuals (such as you). To determine this we shall consider a number of factors, such as what you were told at the time you provided your data, what your expectations are about the processing of the data, the nature of the data, and the impact of the processing on you. Our legitimate interests include processing necessary to improve and to promote our services and product and to better understand our customers' interests and knowledge of the property market and to administer the technical aspects of our service and products.
- Where we need to comply with a legal obligation; or in rare circumstances.
- Where we need to protect your interests (or someone else's interests); and/or:

• Where it is needed in the public interest or for official purposes What are we going to do with your information? We will hold and use personal information about you in the following ways:

- To fulfill our obligations to you when providing you with our property services.

- To share your information with others where necessary to fulfill 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 proof of funds.

- To 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, or to enable third parties 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 only, where we choose to contact you by electronic means (including 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. For those marketing messages you can unsubscribe at any time.

- Track your use of our service including your use of our website in order to improve these.

- To notify you about changes to our service.

- To ensure that content from our site is presented in the most effective manner for you and for your computer. How long we keep your data for? We will retain your personal data for different periods depending on the service you have chosen to use us for, which may be a longer period than that for which we need to hold your data to provide those services, i.e. where we are under regulatory or statutory duties to hold your data for a longer period or need to retain it in the event of a legal claim or complaint. Who your information will be shared 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: eg Energy Performance Assessors, CFP(our software providers), Homeflow(our website designer), professional photographers, fraud prevention agencies, etc. We will not share your information with third parties for marketing purposes without first obtaining your prior consent. We will also pass your details where necessary to your property solicitors/conveyancers including 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 buyer of such business or assets.
- If our company is 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 companies and organisations for the purposes of fraud protection and credit risk reduction. Security of your data Your data will be held on secure servers within the European Economic Area ("EEA") with all reasonable technological and operation measures put in place to safeguard it from unauthorised access. Where possible any identifiable information will be encrypted or minimised.

Your Rights How you can access and update your information?

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, is updated or removed. These requests are free of charge and can be sent to our Data Protection Officer, Sophia Morrissey Whittington & Co 185B Tarring Road Worthing West Sussex BN11 4HL.

How you can 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 you can 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 writing to us at Whittington & Co 185B tarring Road Worthing West Sussex BN11 4HL.

How you can restrict or object to us using your data

You can ask us to suspend the way in which we are using your information in certain scenarios, or object to our processing your data where we are relying on a legitimate

interest ground (or those of a third party) and you feel it impacts on your fundamental rights and freedoms, or where we are processing your personal data for direct marketing purposes. In some cases where you object, we may demonstrate that we have compelling legitimate grounds to process your information, which override your rights and freedoms. Please note that if you want us to restrict or stop processing your data this may impact on our ability to provide our services. Depending on the extent of your request we may be unable to continue providing you with our service. Any queries or concerns about the way in which your data is being used can be sent in writing to us at Whittington & Co 185B Tarring Road Worthing BN11 5LH.

#### Moving your information to another organisation

In the event that we process your data by automated means where you have either provided us with consent for us to use your information or where we used the information to perform a contract with you, you have the right to request that we send to you or to another organisation, a copy of the personal data we hold about you, (eg: when you are dealing with a different service provider). If you would like us to move, copy, or transfer your information please let us know by email to [mail@whittington.uk.com](mailto:mail@whittington.uk.com) We will respond to you within one month after assessing whether this is possible, taking into account the technical compatibility with the other organisation in question.

#### 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 our Data Protection Officer, Sophia Morrissey Whittington & Co 185B Tarring Road Worthing West Sussex BN11 4HL 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 (ICO). Further details can be found at [www.ico.org.uk](http://www.ico.org.uk) or 0303 123 1113.

Specific Information (relating to [www.whittington.uk.com](http://www.whittington.uk.com)) Adverts And Sponsored Links This website may contain sponsored links and adverts. These will typically be served through our advertising partners, (eg Rightmove; Guild of Property Professionals; The Property Ombudsman) to whom have their own detailed privacy policies relating directly to the adverts they serve. Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites, similar to; [www.websitename.co.uk](http://www.websitename.co.uk).) The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links.

## Email Newsletter

Our software system, databases and website operates a property newsletter program, used to inform subscribers about products and services supplied and mentioned by and within this website. Users can subscribe through our “Homeflow” automated process should they wish to do so but do so at their own discretion. Some subscriptions may be manually processed through prior written agreement with the user. Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations (PECR) 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998 and General Data Protection Regulations (GDPR). No personal details are passed on to third parties nor shared with companies / people outside of the company that operates this website. Under the Data Protection Act 1998 and GDPR you may request a copy of personal information held about you by this website's and our database software email newsletter program. A small fee will be payable. If you would like a copy of the information held on you please write to our business address. Email marketing campaigns published by this website or its owners can sometimes contain tracking facilities within the actual email. Subscriber activity is tracked and stored in our software database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list]. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity. In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to un-subscribe will be detailed instead.

## Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform

respectively. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email. This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### Shortened Links In Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy url's [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgement before clicking any shortened url's published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Resources • Data Protection Act 1998 • General Data Protection Regulation EU 2016/679 (GDPR), • Privacy and Electronic Communications Regulations 2003 (PECR) • Twitter Privacy Policy • Facebook Privacy Policy • Google Privacy Policy • LinkedIn Privacy Policy • AddThis Privacy Policy • Rightmove Privacy Policy • Zoopla Property Group Privacy Policy • Roseland online Privacy Policy • The Property Ombudsman • The Information Commissioners Office (ICO): Guide to the GDPR