

CUSTOMER PRIVACY NOTICE

Pollards is committed to protecting your privacy and ensuring that your personal information is collected and used appropriately, lawfully and transparently.

This Privacy Notice explains:

- Who we are
- What personal information we collect
- How we use your personal information
- Who we share your information with and why
- How we keep your information secure
- Your rights
- How to contact us

WHO WE ARE

Pollards provide estate and letting services in the UK.

Currently Pollards determine the purposes and means of processing personal client data relating to estate and letting services. This means we are responsible for managing this client data and ensuring compliance.

WHAT PERSONAL INFORMATION WE COLLECT

Personal information includes your name, address, or phone number and other information that is not otherwise publicly available. We collect personal information about you when you contact us about estate and letting services, visit our website or register to receive one of our weekly emails.

The type of personal information we collect will depend on the purpose for which it is collected and includes:

- Contact details
- Information to verify your identity
- Payment details.

We collect personal information directly from you. For example, we ask for personal information at the start of our relationship and in subsequent communications in order to check your identity and protect you from fraud. This is a legal requirement and is important to help safeguard you against potential crime.

COOKIES

We also collect information about you from other sources. For example, our website automatically collects information from your computer using "cookies" which provides us with limited personal information. Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the website owners. For further information visit www.aboutcookies.org or www.allaboutcookies.org.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

DATA RETENTION

We keep your personal information only as long as is necessary for the purpose for which it was collected and to meet regulatory or legislative requirements. Personal information will be securely disposed of when it is no longer required, in accordance with our Data Retention and Disposal Schedule. A copy of this is available using the contact details below.

ON WHAT BASIS DO WE COLLECT DATA

The processing of your personal data is allowed under a number of lawful basis. The data required for the provision of products and services is processed on the basis there is a contract with you to do so. Any relevant marketing activity we undertake is done because as a firm we have a legitimate interest to do so however you have rights, as listed below, which impact how we can use and process your data.

HOW WE USE YOUR PERSONAL INFORMATION

We process your information in order to support and maintain our contractual relationship with you and to comply with legal and regulatory requirements. This includes the following:

- Providing products or services to you
- Carrying out transactions you have requested
- Confirming and verifying your identity for security purposes
- Detecting and preventing fraud, crime, money laundering or other malpractice.

We also process your data for specific business purposes to enable us to give you the best products and services and the best and most secure experience. For example, we process your information to send you property information as per your request. Our business purposes include the following:

- Enhancing, modifying, and personalizing our services for the benefit of our customers
- Providing communications which we think will be of interest to you

You have the right to object to this processing if you wish, please see "YOUR RIGHTS" section below. Please bear in mind that if you object this may affect our ability to carry out the tasks above for your benefit.

We may also process your personal data as part of an acquisition or sale. Should this happen, you will be notified about any change to processing or data controller arising as a result of this activity.

WHO WE SHARE YOUR INFORMATION WITH AND WHY

We share your information with trusted third parties who perform tasks for us and help us to provide the services you require these include:

- Third parties to verify your identity, in line with money laundering or other requirements (this may involve carrying out checks with credit reference databases);
- Third parties who perform tasks involving the maintenance and repair of properties.
- Other organizations, including regulatory bodies, the police and fraud prevention agencies, to prevent and detect fraud;

- Third parties where required by law, court order or regulation; and
- Third parties as part of an acquisition or sale.

HOW WE KEEP YOUR INFORMATION SECURE

We are committed to ensuring the confidentiality of the personal information that we hold and we continue to review our security controls and related policies and procedures to ensure that your personal information remains secure.

When we contract with third parties, we impose appropriate security, privacy and confidentiality obligations on them to ensure that personal information is kept secure.

YOUR RIGHTS

Pollards tries to be as open as it can be in terms of giving people access to their personal information and therefore have outlined your rights below. This privacy notice was drafted with brevity and clarity in mind, therefore further information can be gathered by contacting us using the details below, or more information about your data protection rights can be found here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

MARKETING

You have the right to opt out of marketing information and tell us what your communication preferences are by contacting us using the details provided at the end of this notice. You may opt out at any time if you don't want to receive any further communications of this nature.

INDIVIDUAL DATA RIGHTS AND REQUESTS

- The purposes of the processing;
- The right to be informed – You can request that we provide 'fair processing information', typically through this privacy notice;
- The right of access - You may request a copy of the personal information we hold about you using the contact details found on the end of this policy;
- The right to rectification - The accuracy of your personal information is important to us. You have the right to ask us to update or correct your personal information;
- The right to erasure – You may request the deletion or removal of personal data where there is no compelling reason for its continued processing;
- The right to object – You may object to the processing of your data based on legitimate interests;
- The right to restrict processing - You have a right to request we 'block' or suppress processing of your personal data;
- The right to data portability – You may request to obtain and reuse your data; and
- The right not to be subject to automated decision-making including profiling.

If you wish to correct, restrict, delete or make changes to your personal information, or any of the data subject rights listed above, please contact us at the number/address listed below.

HOW TO CONTACT US

If you have questions about this notice, need further information about our privacy practices, or wish to give or withdraw consent, exercise preferences or correct your personal information, please contact us using the following details.

Pollards Estate and Letting
2 Princes Street
Thurso
Caithness
KW14 7BQ

Email: info@pollardproperty.co.uk

HOW TO COMPLAIN

If you wish to raise a complaint about how we have handled your personal data, you can contact The Office of Data Protection who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can complain to our regulator:

Information Governance department
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

0303 123 1113
www.ico.org.uk/concerns