

Privacy Policy

We take your privacy very seriously. This Privacy Policy provides essential information about who we are, the personal information we collect, how and why we collect, store, use, and share it, and your rights regarding your personal data. It also explains how you can contact us or the appropriate supervisory authorities if you have any questions or concerns.

We collect, use, and are responsible for certain personal information about you. When doing so, we comply with the General Data Protection Regulation (GDPR), which applies across the European Union, including in the United Kingdom. For the purposes of these laws, we act as the ‘controller’ of your personal information.

The Personal Details We Collect About You

We may collect and use the following personal information about you:

- **Name and Contact Information:** Includes your name, email address, telephone number, and company details (if applicable).
- **Identity Verification:** Information to verify your identity, such as your date of birth.
- **Gender Information:** If you choose to provide it.
- **Billing and Transaction Details:** Includes your billing information, transaction history, and payment card details.
- **Professional or Personal Online Presence:** Such as your LinkedIn profile, if you choose to share it.
- **Contact and Transaction History:** Records of your interactions, transactions, and instructions with us.
- **Nationality and Immigration Status:** Includes information from related documents (e.g., passport or other identification) and immigration details, particularly if you are a potential tenant applying for a tenancy.
- **Anti-Money Laundering (AML) and Terrorist Financing Checks:** Information required to conduct electronic checks for AML and terrorist financing purposes.
- **Website and System Usage:** Data on how you use our website, IT, communication, and other systems.
- **Survey and Promotion Responses:** Your responses to surveys, competitions, and promotions.

This personal information is essential for us to provide our services to you. If you do not provide the requested personal information, it may delay or prevent us from delivering those services.

How We Collect Your Personal Information

Our methods for collecting personal information from you are conducted through various means, including in person, by telephone, via text or email, and through our website. However, in some cases, we may also collect information from other sources, such as:

- **Publicly Accessible Sources:** For example, Companies House or HM Land Registry.

- **Third Parties: Such as:**
 - Sanctions Screening Providers
 - Credit Reference Agencies
 - Customer Due Diligence Providers.
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How And Why We Use Your Personal Information

The data protection laws require us to only use your personal information if we have a legitimate reason, such as:

- **To Comply with Legal and Regulatory Obligations:** Ensuring we meet legal requirements.
 - **For the Performance of a Contract:** To fulfil our contract with you or to take steps at your request before entering into a contract.
 - **For Legitimate Interests:** Pursuing our legitimate business or commercial interests or those of a third party, provided these interests are not overridden by your rights and interests.
 - **With Your Consent:** Where you have given us permission to do so.
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Legitimate Interests

When we process your personal information based on legitimate interests, we do so with a clear business or commercial purpose that does not override your rights and interests. Before processing, we carefully consider and balance any potential impact on you, ensuring that our legitimate business interests do not automatically override your rights. We will not use your personal data for activities where our interests are outweighed by the impact on you, unless we have your explicit consent or are required or permitted to do so by law.

Marketing

We may use your personal information to send you updates about our services, including exclusive offers (such as free market appraisals of your property), as well as information on current market trends and properties that may interest you. These communications may be delivered via email, telephone calls, SMS, or post.

We have a legitimate interest in processing your personal information for marketing purposes (as outlined in the section ‘How and why we use your personal information’). This means that in most cases, we do not require your consent to send you marketing communications. However, where consent is required, we will request it separately and clearly. Rest assured, we will always treat your personal information with the utmost respect. We will never sell or share your information with other organizations for marketing purposes.

Sharing Your Personal Information

We routinely share personal information with the following parties:

- **Service Providers:** Third parties who assist us in delivering our services to you, such as payment service providers, tenant vetting companies, electronic search providers, maintenance contractors, and inventory companies.
- **Business Support Services:** Other third parties who help us run our business, such as website suppliers and case management system providers.
- **Third Parties Approved by You:** For example, social media sites you choose to link to your account or third-party payment providers.
- **Credit Reference Agencies**
- **Our Banks**
- **Group Companies:** Other companies within our group to provide you with the same or closely related services.

We only allow our service providers to handle your personal information if we are confident they take appropriate measures to protect it. We also impose contractual obligations on service providers (where possible) to ensure they can only use your personal information to provide services to us and to you.

Legal and Regulatory Compliance

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

Business Transfers

In certain circumstances, we may need to share some personal information with other parties, such as potential buyers of some or all of our business or during a re-structuring. In these cases, the recipient of the information will be bound by confidentiality obligations.

How Long We Will Keep Your Personal Information.

We will retain your personal information for as long as you have an active matter with us or while we are providing services to you. After that, we will keep your personal information for a minimum period necessary to:

- Respond to any questions, complaints, or claims made by you or on your behalf;
- Demonstrate that we treated you fairly;
- Maintain records required by law.

Additionally, for marketing purposes as outlined under ‘How and why we use your personal information’ and ‘Marketing Communications,’ we may retain your personal information for up to 5 years from the date of our last communication with you.



We will not retain your personal information for longer than is necessary for the purposes set out in this policy.

Your Personal Information Is Safe With Us

We have implemented appropriate security measures to prevent your personal information from being accidentally lost, accessed, used, altered, or disclosed unlawfully. Access to your personal information is restricted to individuals who have a legitimate business need. Those who process your information will do so only in an authorized manner and are bound by a duty of confidentiality.

We also have procedures in place to handle any suspected data security breaches. If a breach occurs, we will notify you and any applicable regulator where we are legally required to do so.

Contact us:

If you wish to contact us, please use the following methods:

- by post
- email or
- telephone

We would be happy to assist you with any enquires or concerns.

Our registered office is at: 18 Greenacre, Windsor, SL4 5LW

Email: hi@basestates.co.uk

Landline: 01753772912

