

## Privacy Policy & Cookie Policy

### **Protecting your Privacy**

This legislation will replace current data privacy law, giving more rights to you as an individual and more obligations to organisations holding your personal data. One of the rights is a right to be informed, which means we have to give you even more information than we do now about the way in which we use, share and store your personal information.

### **Why do we collect information?**

We may collect and process the following data about you as follows:

You may give us information about you by completing forms on our site or by corresponding with us by phone, email or otherwise. The information you give us may include (but is not limited to) your name, title, date of birth, address, email address, phone number or other contact information, financial details, and the records and contents of any correspondence and communications you have with us or any feedback which you leave for us.

You acknowledge that the information which you provide to us may amount to sensitive personal data under the Data Protection Act 1998 and you consent to that data being processed as set out in this Privacy Policy.

### **How do we use your information?**

We use your information in a number of different ways ;

- To contact you;
- To carry out our obligations to our vendors, landlords and any contractual agreement we have between them and us.
- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services which you request from us;
- To provide you with information about other goods and services that we offer if requested by you.
- To notify you about changes to our service;
- To verify your identity;
- To provide customer support;
- To comply with the requirements imposed by law or any court order.

Without your information, we won't be able to offer all our services, such as keeping you updated about the properties we are marketing for sale and let, or provide you with our newsletters and updates (unless you've opted out of receiving marketing, of course).

### **What information may we collect?**

Identity (name, marital status, title, date of birth, gender, employers' details, family relationships, your interests and preferences, feedback and survey responses)

Contact Details (postal address, email address and telephone numbers, email address)

Financial Details (purchase funding details, proof of funds including bank statements, mortgage agreement in principle, employment details, salary income and deposit details, )

Transaction Information (details about your financial advisor, solicitor details, surveyor details)

Technical Data (internet protocol address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, identification number, location data and other similar identifying information required for the customer's device(s) to communicate with websites and applications on the internet)

Marketing and Communications (your marketing preferences from us and our third parties and your communication preferences)

The law allows us to collect and use the information set out above for a number of reasons, including:

Lawful basis of processing

- Performance of a contract: where you enter into a contract with Ark Property Centre and we need to process your information as part of this contract
- Legitimate interests: some information is processed by Ark Property Centre as part of its legitimate interests which include : Fraud, risk assessment, due diligence, network and information security, managing opting out of communications , profiling , direct marketing, monitoring, web analytics, cloud storage, updating customer details, lettings, sales, financial services and other core products and service provided by the data controller
- Public interest: some information is processed in accordance public interest such as relocations
- Consent : where we process information under consent we will seek your clear and unambiguous consent prior to processing your data and give you the ability to opt out at any time.

### **How long will we hold your data for?**

We will retain your personal details depending on the service you request or receive from us.

Ark Property Centre's policy commitment is applicable to all our customers, including vendors, buyers, landlords and tenants. As a result we obtain and hold for a period of at least five years evidence pertaining to our customers' identity and, where appropriate, we obtain proof of ownership of property and source/ destination of funds. We will be unable to proceed with any work on behalf of our customers if we are unable to obtain this information. Customers' identity will be subject to an electronic identity check, which may also include a credit check.

We will keep your personal information whilst you continue to interact with us, for as long as necessary to fulfil the purposes we collected it for.

However, we are required by law to keep some data for longer periods than other types and are entitled to hold on to some information where we have a legal right to do so. In general, we will not keep your personal information for longer than seven years after you last transact with us or interact with us before we deleted it and where we don't need it or are not obliged to keep it, we will delete it before.

### **It's easy to opt out**

With each marketing communication you receive from us, you will be given the opportunity to opt-out of receiving future communications, such as post, telephone, SMS and email. But you can choose to opt out at any time, simply contact us .

### **Sharing your information**

We want to earn and maintain your trust, so, we do not, and will not, sell any of your personal data to any third party. That includes your personal details, such as your name, address, email address or financial information.

However, we may share your data with the following categories and with industry related companies such as solicitors, surveyors, financial advisors, contractors, other estate agents, referencing companies, as an essential part of being able to provide our services and transactions with you:

We will also pass your details where necessary to your solicitors and those of the other parties involved in your transaction. We will also disclose your personal information to third parties:

Companies that run our websites, the IT companies and our software support our systems, may come in to contact with your data, however have confirmed that they all are GDPR compliant and have systems in place to keep data secure.

Credit reference agencies, law enforcement, fraud prevention and crime reduction agencies, so we can help tackle fraud and criminal activity. We may also receive information from these bodies and use it to keep our customers and employees safe online and in store

We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body upon a valid request to do so. These requests are assessed on a case-by-case basis and we'll always take your privacy into consideration before sharing.

This means any transfer of your personal data will follow applicable laws, and we'll treat the information under the guiding principles of this Privacy Policy.

### **Anti-Money Laundering**

Ark Property Centre is committed to operating its business in a transparent and open manner consistent with our legal and regulatory obligations. We are aware that the real estate industry is a target for organised criminals seeking to launder the proceeds of criminal activity. We always seek to prevent this activity by cooperating fully with the authorities and reporting suspicious activity to National Crime Agency.

As part of this commitment we adopt a strict compliance of all applicable Anti Money Laundering rules, with specific emphasis on the Proceeds of Crime Act 2002, the Money Laundering Regulations 2017, the Bribery Act 2010 and the Terrorism Act 2000.

### **Affiliate websites**

When it comes to delivering the best service, we've partnered with trusted third-party companies to enable us to deliver additional services to you. These services can be accessed through links on our website to the third-party company's microsite – a website which is owned and operated by the company, but is Ark Property Centre branded or co-branded with the relevant affiliate.

The main thing you need to know is that although some of these microsities may contain arkpropertycentre.co.uk in their address, these microsities are not owned or operated by Ark Property Centre. They are governed by their own terms and conditions and privacy policies.

If you have any queries or concerns regarding these microsities, please contact the relevant third party, as detailed in their privacy policy, and they'll be happy to help you.

### **Don't forget your rights**

Remember: your data is your data. So, you have the right to request:

Access to the personal data we hold about you, free of charge in most cases  
The correction of your personal data when incorrect, out of date or incomplete  
That we stop using your personal data for direct marketing  
That we stop any consent-based processing of your personal data if you withdraw that consent  
That we delete your data, or stop processing it or collecting it, in some circumstances  
That we transfer or port elements of your data either to you or another service provider  
You can contact us to request to exercise these rights at any time as follows:

To ask for your information to be updated, please contact  
Data Protection Officer, Ark Property Centre, 6 New Road, Spalding, Lincolnshire PE11 1DQ, or  
email [info@arkpropertycentre.co.uk](mailto:info@arkpropertycentre.co.uk).

We want to provide the best service to you, so we'll act on your requests where we can. But, sometimes, we may not be able to or may not be required to. If we choose not to action your request, we'll explain the reasons for our refusal.

### **Your right to withdraw consent**

Whenever you give us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent. The easiest way to withdraw is to contact a member of staff or email [info@arkpropertycentre.co.uk](mailto:info@arkpropertycentre.co.uk). Some of the uses of your information set out in the table above are not based on your consent and therefore, we may continue to use your data, where we are legally allowed to.

### **Where we rely on our legitimate interest**

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation.

We must then do so, unless we believe we have a legitimate overriding reason to continue processing your personal data. If we choose not to action your request, we'll explain the reasons for our refusal.

### **Checking your identity**

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

If you have authorised a third party to submit a request on your behalf, that's fine too. We will just ask them to prove they have your permission to act.

### **Filing a complaint**

We're always happy to help you with any issues you may have. However, if you'd like to make a complaint with the Information Commissioner's Office, please visit [www.ico.org.uk](http://www.ico.org.uk)

### **Complaints or queries**

Ark Property Centre tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

### **Stay safe and secure**

We work hard to make our websites as safe as possible. Which is why, if you register to use secured parts of the website, (i.e the online service) you may be asked to create a password.

Like with any password, you must keep this password confidential, must not disclose it or share it with anyone and will be responsible for all activities that occur under your password. If you know or suspect that someone else knows your password, you should notify us immediately (please see the 'Contact us' section)

If we think there has been or is likely to be a breach of security or misuse of the website, you'll be the first to know. We may ask you to change your password or suspend your account until we've verified your identity and/or until your account has been secured.

### **Visitors to our websites**

When someone visits [www.arkpropertycentre.co.uk](http://www.arkpropertycentre.co.uk) we do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

The Ark Property Centre uses a third party company Driveby Websites to maintain our website [www.arkpropertycentre.co.uk](http://www.arkpropertycentre.co.uk).

Their Privacy Policy can be found at <http://drivebywebsites.co.uk/privacy-policy/>

### **E-newsletter**

We use a third party provider, Brief Your Market to deliver our monthly e-newsletters. We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletter.

For more information, please see <https://www.briefyourmarket.com/index.php/privacy-policy>

### **Security and performance**

The Ark Property Centre uses a third party service Ark ICT to help maintain the security and performance of our software. Ark ICT <http://www.ark.me.uk>.

### **People who contact us via social media**

Our social media interactions are managed internally by our staff. It will not be shared with any other organisations.

### **Cookies**

We want to give each of our customers a personalised experience on our website. And cookies help us do just that. Cookies help us tell you apart from other users of our website, creating a more seamless experience – made just for you.

What are cookies and how are they used?

A cookie is a small, harmless text file placed on your computer, tablet or mobile phone by lots of the websites that you visit. You can set your browser to reject cookies, but this will affect your ability to use certain features and shop online.

What types of cookies are there?

Essential cookies

Essential cookies are – well – essential to use our website. They let you move around the site and use all its fantastic features, such as accessing secure areas. Without these cookies, the services that make your life easier, like shopping baskets or shopping lists, wouldn't be a thing. See, essential!

#### Performance cookies

These cookies collect information about how visitors use our website – like which pages you go to most often, or if you get error messages from web pages. These cookies don't collect information that could identify you. In fact, all information is aggregated and anonymous. It's only used to improve how our website performs.

#### Functionality cookies

You know when a website remembers your past purchases, or details like your username to help you sign in faster? That's a functional cookie. They provide more personal features to enhance your experience. Again, the information these cookies collect may be anonymised, and they cannot track your browsing activity on other websites.

#### Your choice of cookies

By using our site, you agree to us placing these cookies on your device and accessing them when you visit the site in the future. If you want to delete any cookies that are already on your computer, the 'help' section in your browser should provide instructions on how to locate the file or directory that stores cookies.

More information about cookies can be found at <https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies>. Please note that by deleting or disabling future cookies, your user experience may be affected and you might not be able to take advantage of certain functions of our site.

#### **Changes to our privacy policy**

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail and in store. We have the right to amend this policy at any time. This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

If you want to make a complaint about the way we have processed your personal information, you can contact us in our capacity as the statutory body which oversees data protection law [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).

We keep our privacy notice under regular review. This privacy notice was last updated on 24.05.18

#### **Contact us**

When it comes to your privacy, we want you to feel as safe and secure as your information. So, if you have any questions, comments or requests regarding our Privacy Policy, please don't hesitate to contact our Data Protection Officer at [info@arkpropertycentre.co.uk](mailto:info@arkpropertycentre.co.uk). Or just give our staff a call on 01775 766888 or write to us at Ark Property Centre, 6 New Road, Spalding, Lincolnshire PE11 1DQ