

# **GARDNER PROPERTY CONSULTANTS LTD**

## **Privacy Policy**

**Date of last review – June 2023**

### **WEBSITE PRIVACY & COOKIE POLICY**

This policy describes how Gardner Property Consultants Limited will use your personal data.

It also describes your data protection rights, including a right to object to some of the processing which may be carried out by us.

Please read the “what rights do I have?” section on this document for more information.

Gardner Property Consultants Ltd is an independent Estate Agency trading as “JI Estates” (JI)

The primary business is residential sales, including new builds. There is also a service for the management of property sales due to bankruptcy or for probate. This aspect of the business may involve the use of locksmiths, removal/ storage companies and other tradespeople on an ad hoc basis, as well as other Estate agencies in the location of the property involved.

The main office is located at 67 Bingley Road Saltaire, BD18 4SB and has a back admin office based at 4 Badgerstone Close, East Morton, BD20 5JD

References to Gardner Property Consultants Ltd, as "we" or "us" in this policy describes the Company and the website which you are visiting.

### **Summary of how we use your data**

Gardner Property Consultants Ltd / JI Estates use your personal data to

- deliver services to you
- to send you information about properties and property related services you may have requested from us or that we think will be of interest to you.
- conduct searches about your identity, your current and past residency addresses, and your right to live in the UK and credit history to meet applicable laws

- Information about you is shared with partners as described in this policy who have undertaken to hold your personal data in compliance with applicable laws.
- you have the right to withdraw this consent at any time.

## **What information is collected by us?**

- We collect and process personal data about you when you interact with us and our website and when you register with us to receive our services.
- Other than the personal data which you give us (which will usually include, name, address, telephone number, email address, date of birth, credit history, previous addresses, identification) in response to requests from us or other parties to a transaction which you are participating in, information that we collect directly from you includes:
  - technical information, including
    - 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
    - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time)
    - pages you viewed or searched for
    - page response times,
    - download errors,
    - length of visits to certain pages,
    - page interaction information (such as scrolling, clicks, and mouse-overs),
    - methods used to browse away from the page.

## **What information is received from third parties?**

We may on occasions receive information about you from third parties. In particular:

- website visits
- Social Media Companies including Facebook, Twitter, Google+, LinkedIn Instagram, when you interact with our company through any or all these platforms
- Enquiries through property portals (eg rightmove and zoopla) when you request further information on a property or request information
- Financial Advisors, mortgage brokers, lenders and solicitors/conveyancing agents through transactions relating to the service we and our Franchisees are providing; and other agents/companies as and when required for purposes which will be disclosed.

## **How is this information used, and what is the legal basis for this use?**

We process this personal data for the following purposes:

- To fulfil a contract.

This includes:

- providing our services including processing information in connection with a property's sale, arrangements for the transfers of funds by or to third parties, end of contract arrangements
- communicating with you as required by e mail, telephone or post.
- As required by us to conduct our business and pursue our respective legitimate interests, in particular:
  - we will each use your information to provide services to you before we have a contract with you (for instance sending potential buyers property details), and to respond to any comments or complaints you may send us
  - the Company monitors use of our websites and online services, and uses your information to help us monitor, improve and protect our products, content, services and websites, both online and offline, including as set out in our Cookie policy below

- the Company uses information you provide to personalise our website, services for you, including as set out in our Cookie policy below;
- we use information you provide to investigate any complaints received from you or from others, about our services or the properties which we deal with;
- we will use data in connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of such information in connection with legal process or litigation); and

### **Where you give us consent:**

- we will send you direct marketing in relation to our relevant services, or other services provided by us, and our partners such as:
- Any mortgage brokers we are partnered with for mortgage services and advice
- Independent financial advisors for advice relating to your property and the services we offer
- Solicitors and Conveyancing agents for legal advice relating to your property and the services we offer
- we place cookies and use similar technologies in accordance with our Cookies Policy and the information provided to you when those technologies are used; and
- on other occasions where we ask you for consent, we will use the data for the purpose which we explain at that time.
- For purposes which are required by law:
- to verify your identity and
- In response to requests by government or law enforcement authorities conducting an investigation.

### **Withdrawing consent or otherwise objecting to direct marketing**

- You will always be able to withdraw that consent, although we may each have other legal grounds for processing your data for other purposes, such as those set out above.

- In some cases, we are able to send you direct marketing without your consent, where we rely on our respective legitimate interests. (eg a property developer who wishes to be kept informed of new property on the market)
- You have an absolute right to opt-out of direct marketing or profiling we may carry out for direct marketing, at any time.
- You can do this by following “unsubscribe” instructions contained in the communication, or by contacting us using the details set out below.

## **Who will we share this data with, where and when?**

We may share your personal data with our back-office for the purpose of providing a service to you and understanding your use of our services.

We also may share your data with

- Mortgage brokers we are partnered with for mortgage services and advice;
- Independent financial advisors for advice relating to your property;
- Solicitors and conveyancing agents for legal advice relating to your property
- Any other named party to a signed contract,
- Third parties who provide services to the property for maintenance and repairs including plumbers/electricians/builders/carpenters-);
- Surveying companies for surveying services required for the sale/purchase of your property;
- Utilities companies where we are required to do so
- Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.
- Personal data will also be shared with third party service providers, who will process it on behalf of Gardner Property Consultants Limited to help us run this website and also to provide our services to you. Such third

parties include providers of identity checking, referencing, database management, email communications and live chat services.

- In the event that we sell or integrate our business with another business, your details will be disclosed to our advisers and any prospective purchaser's adviser and will be passed to the new owners of the business.

## **How long will you retain my data?**

- Where we process personal data in connection with performing a contract, we keep the data for 7 years from your last interaction with us.
- Where we process registration data, we do this for as long as you are an active user of our site and for 7 years thereafter
- Where we process personal data for marketing purposes or with your consent, we process the data until you ask us to stop and for a short period after this (to allow us to implement your requests).
- We also keep a record of the fact that you have asked us not to send you direct marketing or to process your data indefinitely so that we can respect your request in future.

## **COOKIES AND SIMILAR TECHNOLOGIES**

What is a cookie?

Cookies are small pieces of information sent by a web server to a web browser which allows the server to uniquely identify the browser on each page. Other tracking technologies are also used which are similar to cookies. This can include pixel tags and tracking URLs.

All these technologies are together referred to in this Policy as "Cookies".

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](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://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”)

### 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.

Cookies name	When created	Purpose	Cookie type
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 you 'save' a property	Remembers which properties you have saved into the list	persistent
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## Future changes to our Privacy Notice

- Any changes we may make to this policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.
- It is recommended that you check back frequently to see any updates or changes to our policy.

## What are your rights?

- You have the right to ask us for a copy of your personal data; to correct, delete or restrict (stop any active) processing of your personal data; and to obtain the personal data you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share (port) this data to another controller.
- In addition, you can object to the processing of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct marketing).
- These rights may be limited, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping.
- To exercise any of these rights, you can get in touch with us using the details set out below. If you have unresolved concerns, you have the right to complain to the Information Commissioner's Office.

## How do I make contact with you?

- If you have any questions about this policy, or would like to opt out of direct marketing, you can get in touch with us at [info@jiestates.co.uk](mailto:info@jiestates.co.uk)