

# HOW WE HANDLE & USE YOUR INFORMATION

We collect, hold and use some of the personal data you provide to us in order to provide you with the excellent professional service you expect from us.

The information within this document outlines how we do this in all situations where you provide us with your data.

Please read it carefully and ensure that you understand it.

## INFORMATION APPLICABLE TO ALL CUSTOMERS

### Company Information

**Brooks Estate and Letting Agents Ltd. For the purposes of UK data protection law, the data controller is Brooks Estate and Letting Agents Ltd of 3 High Street, Prescot, Merseyside, England, L34 3LD**

We are a member of The Property Ombudsman Scheme.

### Storage of Your Data

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use Expert Agent to assist us process the information we hold. Your data will only be stored in the EEA.

### Mailing List

As a customer or user of our services your details may be added to our mailing list and we may send you information regarding other relevant services we can provide to you. You will be able to unsubscribe to these emails at any time.

### Retention Period

We will retain the personal information we hold for up to 7 years, because of the RICS time limits regarding compliance.

### Your Rights

As a customer or user of our services you have the following rights -

- A right to be informed about our collection and use of personal information;
- A right of access to the personal information we hold about you;
- A right to rectification if any personal information we hold about you is inaccurate or incomplete;
- A right to ask us to delete any personal information held about you unless we are obliged to retain the information for other legal reasons;
- A right to restrict or prevent the processing of your personal information;
- A right to data portability (obtaining a copy of your data to re-use with another service or organisation);
- A right to object to the use of your data for particular purposes.

### Applicability

This Policy applies only to your use of services from Brooks Estate and Letting Agents Ltd.

### Complaints

If you have any questions about our policies or have cause for complaint about our use of your personal data, please contact us via email at [prescot@brooksestateandlettings.co.uk](mailto:prescot@brooksestateandlettings.co.uk)

We will address your concerns and attempt to solve the problem to your satisfaction. You also have the right to lodge a complaint with the Information Commissioner's Office.

More information on your rights is available from the Information Commissioner's Office

[www.ico.org.uk](http://www.ico.org.uk)

WEBSITE USAGE

INSTRUCTING US TO SELL YOUR PROPERTY

INTERESTED IN BUYING A PROPERTY

INSTRUCTING US TO RENT OUT YOUR PROPERTY AND/OR MANAGE ANY TENANCY

INTERESTED IN RENTING A PROPERTY

ENTERING INTO A TENANCY

## WEBSITE USAGE

**If you do not accept and agree with anything within this usage policy please stop using the website immediately, because your continuing use of our website will be seen as your acceptance of it.**

### **Data Collection**

Except where you contact us directly through any of our contact options available on the website you we do not collect any personal data from you.

If you contact us or send us an email, we will retain the details you provide to us including and any other information which you choose to give us.

However, we do place cookies on your computer or device (See our Cookie Policy)

### **Using Your Information**

Where we hold any personal information, it will be processed and stored securely, for no longer than is necessary, considering the reason it was provided to us.

We will potentially -

- Reply to your email;
- Provide details on the properties requested, plus any others we think may interest you;
- Offer or provide you with the services requested, plus any others we think may interest you;

We will delete your personal information once your request has been met or the service has been provided, except where –

- You were interested in details of properties we are offering, when we will continue to hold your information in order to send you information on other properties that may interest you;
- You become a client or a buyer of a property;
- You require us to retain it for longer;
- We are required to retain it for longer for other legal reasons.

### **Links to Other Websites**

The website may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we have no liability if you use those websites. You are advised to check the policies of any such websites before providing any data to them.

### **Changes to our Policies**

We recommend that you check this page regularly to keep up-to-date, as we reserve the right to change this Policy from time to time if our policies change or the law changes. Any changes will be posted on this page of the website and you will be deemed to have accepted changes to the Policy on your first use of the website following the changes.

## INSTRUCTING US TO SELL YOUR PROPERTY

By entering into an agreement with us to sell your property you will provide to us various pieces of personal information, which we will need to provide you with the high-quality service you require, to ultimately facilitate the successful marketing and sale of your property.

### **Data Collection**

The information required by us will vary depending on circumstances. It will include the information within the agreement you sign, but it may not be limited to this information.

### **Using Your Data**

We will provide some data to others only where it is required and as outlined below, or in accordance with your stipulated wishes. Your information will not be passed to any third party not listed in below without obtaining your consent.

We will use your information in the manner outlined below, but may be required to do more –

**Identification Details** - We may hold copies of your photographic identity documents and at least one document that confirms your home address. We may also use an online service to verify your identity. This is done to meet our obligation under Money Laundering Regulations. Additionally, it is required to protect our position and look after your interests. It assists us to ensure we are dealing with the owners of the property and we are not becoming involved in any money laundering situation. In line with our obligation the copy documents and/or identity verification report will be held for 5 years from the date of the property sale or the date you withdraw your property from the market. We will not provide any other party with copies of these documents, except solicitors or estate agents involved in the sale of your property, who also have an obligation to verify your identity and they formally request it.

**Prospective Buyers** - Basic information about your property will be provided to anyone who makes an enquiry to us about potentially viewing or purchasing your property. This information will include the property details we produced and any other relevant information you provide to us, including the information in any property information questionnaire you complete for us.

**Viewings** - We will organise viewings on your behalf, to suit you and the viewer. Where we are conducting the viewing for you, it is important that you check your property prior to the viewing to ensure that any personal information you would not wish a viewer to see is removed. We may provide the viewer with details of the person who is to meet them at the property and conduct the viewing.

**Negotiating with Prospective Buyers and Handling Offers to Purchase the Property** - We will negotiate with prospective buyers and take offers from them. This process will involve providing potential buyers with relevant personal information to facilitate a successful negotiation. This will also involve providing you with relevant and necessary personal information about the potential buyer. You should ensure that you treat any information we provide to you as confidential and it must not be passed on or shared with any other person or business.

**Agreed Sale** - Once a sale is agreed we will provide your personal contact information to the buyer and the solicitors acting for both parties. We may provide your contact information to various professionals that may be acting for the buyer, such as surveyors and contractors wanting access to the property to produce estimates, etc. We may pass on your data when discussing the sale of your property with various parties once a sale is agreed in order to facilitate exchange of contracts and completion of the sale.

### **Storage of Your Data**

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use software from Expert Agent who are data processors of information we hold.

## INTERESTED IN BUYING A PROPERTY

### **Data Collection**

The information required by us will vary depending on circumstances. It will include the information you initially provide to arrange the viewing or register to bid at our auction, but it may not be limited to this information.

### **Using Your Data**

We will provide some data to others only where it is required and as outlined below, or in accordance with your stipulated wishes. Your information will not be passed to any third party not listed in below without obtaining your consent.

We will use your information in the manner outlined below, but may be required to do more –

**Viewings** – Where you view a property we will require certain pieces of personal information from you in order to provide a professional service to you and our client. We will not share this information with any third party other than our client, without your consent except where you make an offer to purchase that is accepted by our client.

**Offers to Purchase** - We may require you to provide proof that you hold sufficient funds to purchase the property and we may retain copies of any documentary proof of funds. We will not share this information with any third party other than our client, without your consent.

**Identification Details** - We may hold copies of your photographic identity documents and at least one document that confirms your home address. We may also use an online service to verify your identity. This is done to meet our obligation under Money Laundering Regulations. Additionally, it is required to protect our position and look after your interests. It assists us to ensure we are not becoming involved in any money laundering situation. In line with our obligation the copy documents and/or identity verification report will be held for 5 years from the date of the property sale or the date you withdraw your property from the market. We will not provide any other party with copies of these documents, but we may provide them to solicitors or estate agents involved in the purchase of the property, who also have an obligation to verify your identity, should they formally request it.

The personal information you provide may be shared with our client, the seller, but it will not be shared with any other third parties without your consent.

### **Storage of Your Data**

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use software from Expert Agent who are data processors of information we hold.

## **INSTRUCTING US TO RENT OUT YOUR PROPERTY AND/OR MANAGE ANY TENANCY**

By entering into an agreement with us to rent out your property you will provide to us various pieces of personal information, which we will need to provide you with the high-quality service you require, to ultimately facilitate a successful rental and/or provide property management services.

### **Data Collection**

The information required by us will vary depending on circumstances. It will include the information within the agreement you sign, but it may not be limited to this information.

### **Using Your Data**

We will provide some data to others only where it is required and as outlined below, or in accordance with your stipulated wishes. Your information will not be passed to any third party not listed in below without obtaining your consent.

We will use your information in the manner outlined below, but may be required to do more –

**Identification Details** - We may hold copies of your photographic identity documents and at least one document that confirms your home address. We may also use an online service to verify your identity. This is done to protect our position and look after your interests. It assists us to ensure we are dealing with the owners of the property and we are not becoming involved in any money laundering situation. The copy documents and/or identity verification report will be held by us and not provided to any other party.

**Prospective Tenants** - Basic information about your property will be provided to anyone who makes an enquiry to us about potentially viewing or renting your property. This information will include the property details we

produced and any other relevant information you provide to us, including the information in any property information questionnaire you complete for us.

**Viewings** - We will organise viewings on your behalf, to suit you and the viewer. Where we are conducting the viewing for you, it is important that you check your property prior to the viewing to ensure that any personal information you would not wish a viewer to see is removed. We may provide the viewer with details of the person who is to meet them at the property and conduct the viewing.

**Negotiating with Prospective Tenants and Handling Offers to Rent the Property** - We will negotiate with prospective tenants and take offers from them. This process will involve providing potential tenants with relevant personal information to facilitate a successful negotiation. This will also involve providing you with relevant and necessary personal information about the potential tenant. You should ensure that you treat any information we provide to you as confidential and it must not be passed on or shared with any other person or business.

**Tenants** – Once a tenancy is agreed we will provide the tenant with your personal contact information, as there is a legal requirement to do this.

**Sub-Contractors** – We may sub-contract out some of the services we provide to you under this agreement, such as photography, accompanied viewings, erection of TO LET boards, inventory checks and property inspections during tenancies. A list of the third party sub-contractors is available on request.

**Contractors** – We hold a list of preferred contractors who we may use to provide services to you at the property. We may obtain estimates / quotes for work from these contractors and we may instruct them to carry out work on your behalf. To do this we will provide the appropriate personal information they need to provide the required services. A full list of these contractors is available upon request.

**Utility Suppliers** – We will provide your details to the appropriate utility suppliers, as and when it is required to ensure correct billing from the suppliers.

### **Storage of Your Data**

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use software from Expert Agent who are data processors of information we hold.

## **INTERESTED IN RENTING A PROPERTY**

### **Data Collection**

The information required by us will vary depending on circumstances. It will include the information you initially provide to arrange the viewing, but it may not be limited to this information.

### **Using Your Data**

We will provide some data to others only where it is required and as outlined below, or in accordance with your stipulated wishes. Your information will not be passed to any third party not listed in below without obtaining your consent.

We will use your information in the manner outlined below, but may be required to do more –

**Identification Details** - We may hold copies of your photographic identity documents and at least one document that confirms your home address. We may also use an online service to verify your identity. This is done to meet our obligation under the Immigration Act to verify your right to rent in the UK. Additionally, it is required to protect our position and our landlord's position. It also assists us to ensure we are not becoming involved in any money laundering situation. In line with our obligation the copy documents and/or identity verification report will be held for up to 1 year the date a tenancy ends. We will not provide any other party with copies of these documents.

**Viewings** – Where you view a property we will require certain pieces of personal information from you in order to provide a professional service to you and our client. We will not share this information with any third party other than our client, without your consent, unless you make an application for a tenancy.

**Tenancy Application** - You must complete the tenancy application. This application requires you to provide personal information to Legal for Landlords who carry out credit and referencing checks and provide us with a report on your suitability as a tenant. We will not share this information with any third party other than our client, without your consent.

The personal information you provide may be shared with our client, the landlord, but it will not be shared with any other third parties without your consent.

### Storage of Your Data

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use software from Expert Agent who are data processors of information we hold.

## ENTERING INTO A TENANCY

### Data Collection

The information required by us will vary depending on circumstances. It will include the information you initially provide to arrange the viewing, but it may not be limited to this information.

### Using Your Data

We will provide some data to others only where it is required and as outlined below, or in accordance with your stipulated wishes. Your information will not be passed to any third party not listed in below without obtaining your consent.

We will use your information in the manner outlined below, but may be required to do more –

### Tenancy Agreements and other related documents

Once a tenancy is agreed we will provide a copy of the tenancy agreement and any other related documents to our client, the landlord.

**Sub-Contractors** – We may use sub-contractors to carry out maintenance or repair work on the property, or conduct inventory checks and property inspections during tenancy. A list of the third party sub-contractors is available on request.

**Utility suppliers** – We will provide your details to the appropriate utility suppliers, as and when it is required to ensure correct billing from the suppliers.

The personal information you provide may be shared with our client, the landlord, but it will not be shared with any other third parties without your consent.

### Storage of Your Data

In all cases we will hold your personal information securely, either in hard copy on our property files or digitally within our software. We use software from Expert Agent who are data processors of information we hold.

## Cookies

We use cookies and other similar technologies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website (for example, to remember your details and improve our website). By using our website, you agree to our use of cookies.

The cookies on our website are either set by us or by third party partners and fall into the following categories:

### *First party session management*

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 whilst your browser is open and are deleted when it is closed. Some may need to remain for the duration of your visit (a “**session**”) or longer.

Cookie name	Description	Duration
3ada1d7ebede3c4d214d085418b6fd58	Used by our website to remember website search criteria and preferences	Session

### *Third party session management*

These cookies are used to allow interaction between our website and certain of our third party providers when you are using our website.

Cookie name	Description	Duration
remote_sid	Allows <b>YouTube</b> to store a unique user ID	Session
vuid	Allows embedded <b>Vimeo</b> videos to work	2 years

### *Functionality*

These cookies allow you to set and store preferences for our website, such as when you are offered the option to customise elements of the layout or content of the website.

Third party	Description
AddThis	Provides easy social media bookmarking <a href="http://www.addthis.com/privacy/opt-out">http://www.addthis.com/privacy/opt-out</a>

### *Interest-based advertising*

These cookies allow third parties to identify what you might find interesting, allowing a more personalised and relevant selection of advertisements to be displayed when you browse the internet. They normally won't just be from us, but build an overall, but anonymous, picture of your preferences based on how you have browsed the internet to deliver more relevant advertising. You may see interest-based advertising on our website, but also on third party websites using information collected about your browsing activity on our website.

Third party	Description
AddThis	Collects information about your visit to our website for targeted advertising <a href="http://www.addthis.com/privacy/opt-out">http://www.addthis.com/privacy/opt-out</a>
AppNexus	Collects information about your visit to our website for targeted advertising <a href="https://www.appnexus.com/en/company/platform-privacy-policy#choices">https://www.appnexus.com/en/company/platform-privacy-policy#choices</a>
Bluekai	Allows advertisers to serve advertising using cookies to our website <a href="http://www.bluekai.com/privacypolicy.php">http://www.bluekai.com/privacypolicy.php</a>
DoubleClick	Collects information about your visit to our website for targeted advertising <a href="https://www.google.com/intl/en/policies/privacy/">https://www.google.com/intl/en/policies/privacy/</a>
distillery	Collects information about your visit to our website for targeted advertising <a href="https://distillery.com/privacy-policy/#strong-privacy">https://distillery.com/privacy-policy/#strong-privacy</a>
global.ib-ibi.com	Collects information about your visit to our website for targeted advertising <a href="https://assets.web.com/legal/English/PrivacyPolicy.pdf">https://assets.web.com/legal/English/PrivacyPolicy.pdf</a>

Lotame	Collects information about your visit to our website for targeted advertising <a href="https://www.lotame.com/about-lotame/privacy/opt-out/">https://www.lotame.com/about-lotame/privacy/opt-out/</a>
Media Innovation Group	Collects information about your visit to our website for targeted advertising <a href="http://www.themig.com/en-us/#">http://www.themig.com/en-us/#</a>
MediaMath	Collects information about your visit to our website for targeted advertising <a href="http://www.mediamath.com/privacy-policy/">http://www.mediamath.com/privacy-policy/</a>
Oath	Collects information about your visit to our website for targeted advertising <a href="http://privacy.aol.com/">http://privacy.aol.com/</a>
Semasio	Collects information about your visit to our website for targeted advertising <a href="http://www.semasio.com/de/nc/en/opt-out/">http://www.semasio.com/de/nc/en/opt-out/</a>
Tapad	Collects information about your visit to our website for target advertising <a href="https://www.tapad.com/privacy-policy/#opt-out">https://www.tapad.com/privacy-policy/#opt-out</a>
The Trade Desk	Collects information about your visit to our website for targeted advertising <a href="http://insight.adsrvr.org/track/stop?action=dooptout">http://insight.adsrvr.org/track/stop?action=dooptout</a>
.w5cc.net	Collects information about your visit to our website for targeted advertising <a href="http://www.addthis.com/privacy/opt-out">http://www.addthis.com/privacy/opt-out</a>
Weborama	Collects information about your visit to our website for targeted advertising <a href="https://weborama.com/e-privacy/">https://weborama.com/e-privacy/</a>
YouTube	Serves interest-based advertising on embedded YouTube videos <a href="https://www.youtube.com/static?template=privacy_guidelines&amp;gl=GB">https://www.youtube.com/static?template=privacy_guidelines&amp;gl=GB</a>

*Refusing or withdrawing your consent to cookies* You may adjust your browser settings to refuse cookies, but some of the services on our website may not work if you do so. You can find our more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu). You can disable cookies placed through AddThis by clicking [here](#).

## Your rights

You have the right to tell us not to use your personal information for marketing purposes. You can exercise this right by unsubscribing using the link in any of the marketing emails we send you.

UK data protection law also gives you the right to access your personal information, to object to the use of your personal information for certain purposes, and the right to erase, restrict or receive a machine-readable copy of your personal information. You can exercise any of these rights by contacting us at the address above or by emailing [prescot@brooksestateandlettings.co.uk](mailto:prescot@brooksestateandlettings.co.uk).

We will comply with the law in responding to your requests. That means that there may be some legal reasons why we cannot comply with all requests.



## Links to other websites

Our website may contain links to other websites that are not run by us. If you follow a link to another website, please note that other websites have their own privacy policies and we are not responsible for those policies or other websites' content. You should check these privacy policies before submitting any personal information to these websites.

## Contacting us

If you have any questions about this Privacy Policy or the way we handle your personal information, please contact us at: 35 Eccleston Street, Prescott, L34 5QA

or [prescot@brooksestateandlettings.co.uk](mailto:prescot@brooksestateandlettings.co.uk)

We hope that we will be able to answer any questions or concerns that you have. You have the right at any time to raise your concern with the Information Commissioner's Office at:

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

Updated: 23 April 2018