



Privacy Policy

Thank you for visiting our website.

We are committed to protecting and respecting your privacy. This Privacy Policy sets out the basis on which we process any personal information we collect about you or that you provide to us.

We may change this Privacy Policy from time to time, so please check back frequently.

If you do not agree with this Privacy Policy, please do not access, or use our services or interact with any other aspect of our business.

About us

This website is operated by Hirsch Estates Limited. For the purposes of UK data protection law, the data controller is Hirsch Estates Limited, Weatherill House, 23 Whitestone Way, Croydon, CR0 4WF.

Our Data Protection Officer is Gerry Heggie who can be contacted by emailing hello@hirschestates.co.uk.

Information we collect about you

We collect and process the following information about you:

- **Information you provide to us.** You can provide us with information about you by filling in forms on our website or by contacting us by telephone, email or otherwise. The information you provide to us may include your name, address, email address, telephone number and any other information you choose to provide.
- **Information we collect about you.** When you use our website, we automatically collect information about you, your computer or mobile device, your IP address and information about how you use our website and other websites.
- **Information we receive from other sources.** We may receive information about you if you use a property portal website to contact us. This could include details of your property search and information about your likely interests. We may combine this information with other information you provide to us or which we collect about you from publicly available sources processing Identity, Contact and Financial categories of personal data.

How do we use your personal information

We use personal information about you for the following purposes:

- **Providing services to you.** We use your personal information to provide you with information and services that you request from us and to administer any promotions or competitions you enter with us.

- **Marketing and advertising.** We use your personal information to provide you, or to permit selected third parties to provide you, with information about goods or services that we think will interest you.
- **Service improvements.** We may use your personal information to tell you about changes to our services and to help keep our website secure.

We may analyse the personal information we collect directly from you and obtain using automated technical means to create a profile of your interests and preferences so that we can contact you with information relevant to you (if you have chosen to receive marketing communications from us). We may make use of additional information about you when it is available from external sources to help us do this effectively. These sources include the publicly accessible Land Registry.

We may also use any of your personal information that we collect from you directly and additional information about you from external sources where necessary to detect and reduce fraud and credit risk.

The legal basis for processing your personal information in these ways is typically one of the following:

- **Consent.** You have consented to us using your personal information for this purpose. You can withdraw this consent at any time by emailing hello@hirschestates.co.uk.
- **Performance of a contract.** It is necessary for us to process your personal information to perform a contract with you, or for us to take steps on your instruction prior to entering into a contract with you.
- **Legitimate interests.** It is in our legitimate interests to use your personal information for this purpose to operate our website, to provide and promote our services, and to protect our business.
- **Legal obligations.** It is necessary for us to process your personal information to comply with the law.

Sharing your personal information

We may share your personal information with third parties in the following circumstances:

- **Landlords and tenants.** When you ask us to do so, we may share your personal information with current or prospective landlords and tenants (and their respective advisors) in relation to any potential rental. If any of these third parties is a business, then they will become a data controller of the information we provide, and their own privacy policies will apply.
- **Our business partners, suppliers and sub-contractors.** We may provide your personal information to our business partners, suppliers and sub-contractors who are providing services to us, or where necessary to provide a service you have requested.

We may also share your personal information to obtain professional advice, or to comply with a legal obligation or a request from law enforcement or another regulatory authority.

Storing your personal information

The information we store about you is stored on computer systems based in the European Economic Area (EEA).

Unfortunately, the transmission of information over the internet is not completely secure. We will do our best to protect your personal information but cannot guarantee the security of your information transmitted to our website. Once we receive your information, we will use strict security procedures to try to prevent unauthorised access.

We will only use your personal data for as long as is necessary and for the purposes stated above, unless we reasonably consider that we need to use it for another reason, and it is compatible with the original purpose. These periods will vary depending on the nature of the information and your interactions with us. If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Data security

We have in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an un-authorised way, altered or disclosed. We also limit access to your personal data to only those members of staff, contractors and suppliers who have a business or legitimate need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

REVIEWED JUNE 2024