



## Privacy Policy

### Piper Stafford - Property Lettings

Piper Stafford will be known as the 'controller' of any personal data you provide. We are committed to safeguarding the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your information in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

#### 1. Information We Collect:

We may collect personal information from you when you use our website, contact us via phone or email, or engage with our services. The types of personal information we may collect include:

- a) Contact information (such as name, address, email address, and phone number)
- b) Identification information (such as passport or driver's license)
- c) Financial information (such as bank account details)
- d) Employment and income details
- e) Information about your property requirements and preferences
- f) Communication preferences

#### 2. How We Use Your Information:

We use your personal information for the following purposes:

- a) To provide and manage our property letting services
- b) To communicate with you regarding your property requirements, inquiries, or tenancy agreements
- c) To process payments and financial transactions
- d) To verify your identity
- e) To comply with legal and regulatory requirements
- f) To improve our services and customer experience
- g) To send you marketing communications, where you have opted in to receive them

#### 3. How We Share Your Information:

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

- a) With landlords or tenants, as necessary to facilitate property lettings and management
- b) With service providers and contractors who assist us in operating our business
- c) With regulatory authorities, law enforcement agencies, or other third parties when required by law or to protect our legal rights
- d) With your consent or as otherwise disclosed at the time of data collection

#### 4. Data Security:

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, disclosure, alteration, or destruction. We restrict access to your information to authorised personnel only and maintain physical, electronic, and procedural safeguards to ensure its confidentiality.



#### **5. Your Rights:**

You have certain rights regarding your personal information under the GDPR, including the right to access, rectify, erase, restrict processing, and portability. You also have the right to withdraw consent to the processing of your information (where applicable) and to lodge a complaint with a supervisory authority.

#### **6. Data Retention:**

We will retain your personal information for 6 years or as long as necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

#### **7. Updates to this Privacy Policy:**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website or through other appropriate channels.

#### **8. Contact Us:**

If you have any questions or concerns about our Privacy Policy or our data practices, please contact us at [laura@piperstafford.co.uk](mailto:laura@piperstafford.co.uk)

#### **Effective Date:**

This Privacy Policy is effective as of the date indicated below and replaces any previous versions.

3 April 2024