

## Privacy Notice

### 1. Introduction

This Privacy Notice explains the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data, and keep it safe.

'We' refers to JTM Homes, 695 Holloway Road, London, N19 5SE

JTM Homes is the trading name of Archway Lettings Limited.

GDPR - the law on data protection - sets out a number of different reasons for which an organisation may collect and process your personal data. We are allowed to collect your data with:

#### Consent

In specific situations, we can collect and process your data with your consent, (such as when you provide your email address so that we can send you our property newsletters).

#### Contract

If we need to process your data in order to fulfil our contractual obligations or because you have asked us to do something before entering into a contract, (such as to provide property details to you to answer an enquiry).

#### Legal Compliance

We are able to process your personal data to comply with a common law or statutory obligation, (such as to comply with Money Laundering Regulations 2017).

#### Legitimate Interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our organisation, (such as informing you about a new service if it is in your interest to be made aware of this information).

### 2. When your data is collected

- When you contact us with an enquiry
- When you engage us as your agent for your sale, let or tenancy
- When you attend exhibitions and engage with us at our stand
- When you enter our prize draws or competitions
- When you comment on or review our services
- When you engage with us on social media



### 3. What data is collected

- Your **name, email address, telephone number** and when you contact us to enquire about our services.
- Your **name, postal address, email address, and telephone number** when you engage our selling and/or letting services.
- Your **social media username**, if you interact with us through those channels, to help us respond to your comments, questions or feedback.
- Information gathered by the use of **cookies** in your web browser.
- Your **comments and reviews**.
- Vendors: Where appropriate, we obtain proof of ownership of property.
- Landlords: Payment details so that we can credit your account with rental payments (if you instruct us to do so as your letting agent).
- All customers: Your identity will be subject to an electronic identity check, which may also include a credit check.

### 4. How we use your personal data

We will only collect the information needed so that we can provide you with the services you require. We may use this data to:

- Respond to your enquiries and requests
- Fulfil your requirements as per our engagement – such as providing property details and feedback to you.
- Process payments for services purchased (percentage or commission-based as agreed with you) and to prevent fraudulent transactions
- Administer any of our prize draws or competitions which you enter, based on your consent given at the time of entering.
- Develop and improve the systems and services we provide to you. (We'll do this on the basis of our legitimate business interests, which falls within the remit of the General Data Protection Regulation.)
- To send you survey and feedback requests to help improve our service and the range of service we offer. These messages will not include any promotional content and do not require prior consent when sent by email or text message. We have a legitimate interest to do so as this helps make our services more relevant to you.
- Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.
- To protect our business and your account from fraud and other illegal activities, (we are registered and supervised by HM Revenue & Customs for compliance with the Money Laundering Regulations 2017.)
- With your consent, we will use your personal data to keep you informed by email about property news. You may opt out of receiving our newsletters at any time.



## 5. How we protect your personal data

We operate a paperless office via a secure online system. Paper copies are available upon request. Our electronic data is held on secure computer systems. Access to your personal data is password-protected.

Data held in online systems are password protected and are GDPR-compliant (EU-based) or have certified compliance with the US Privacy Shield Framework, (EU-US-based).

## 6. How long will we keep your personal data?

We will process personal data during the duration of any service we provide and will continue to store only the personal data needed for seven years after our engagement is complete to meet any legal obligations. After seven years all personal data will be deleted, unless basic information needs to be retained by us to meet our future obligations to you. At the end of that retention period, your data will be deleted from our online systems (we operate a paperless office).

## 7. Who we share your personal data with

The only data we will pass on to third parties will be essential to the provision of the services that have been requested by you. For example, we pass your information to solicitors acting on your behalf, or to referencing companies before you become a tenant through our agency.

Only the details necessary for the service involved will be forwarded to these contacts, who are carefully chosen and are GDPR-compliant, or are instructed by you.

We do not pass on names and addresses to third parties for the use of marketing.

## 8. Where your data may be processed

We use EU-based online systems to progress enquiries, to provide our services and store data. These systems comply with the security requirements of the General Data Protection Regulation.



## 9. Your rights

### You have the right to request:

- Access to the personal data we hold about you.
- The correction of your personal data when incorrect, out of date or incomplete.
- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.

### Your right to withdraw consent:

- Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.
- You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request. You can stop direct marketing communications from us by clicking the 'unsubscribe' link in any email we send you, or by writing to: JTM Homes, 695 Holloway Road, London, N19 5SE.
- In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop at any time. However - we will not be able to keep you informed of important, relevant updates about our services. For example - you will need to know about any changes to our term and conditions.

## 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, we will ask them to prove they have your permission to act.

## 10. Enquiries and concerns

If you think that there is a problem with the way we are handling your data you have the right to complain to us. If you do not get a response within 30 days, you can complain to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF.

The Data Protection Officer at JTM Homes is the Managing Director and can be contacted at [sales@jtmhomes.co.uk](mailto:sales@jtmhomes.co.uk) or by writing to JTM Homes, 695 Holloway Road, London, N19 5SE.

