

# APPERLY ESTATES

L I M I T E D

## PRIVACY NOTICE

### 1. PURPOSE OF THIS NOTICE

This notice describes how we collect and use personal data about you, in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 and any other national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK ('Data Protection Legislation').

Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

### 2. ABOUT US

Apperly Estates Limited is a property investment and development company which lets and operates its own or leased real estate. It is a private limited company registered in England & Wales under number 00157366 and its registered office is at Bourbon Court, Nightingales Corner, Little Chalfont, Bucks. HP7 9QS.

For the purposes of this notice, "Apperly Estates Ltd", "we", "us", "our" and "ours" refers to Apperly Estates Limited as appropriate to the context in which they are used.

For the purpose of the Data Protection Legislation and this notice, we are the 'data controller'. This means that we are responsible for deciding how we hold and use personal data about you. We are required under the Data Protection Legislation to notify you of the information contained in this privacy notice.

We have appointed a Data Compliance Manager. Our Data Compliance Manager is our Data Protection Point of Contact and is responsible for assisting with enquiries in relation to this privacy notice or our treatment of your personal data. Should you wish to contact our Data Protection Point of Contact you can do so using the contact details noted at paragraph 12 (Contact Us), below.

### 3. HOW WE MAY COLLECT YOUR PERSONAL DATA

We obtain personal data about you, for example, when:

- you request a proposal from us in respect of the services we provide;
- you or your employer, agent or landlord engage us to provide our services and also during the provision of those services;
- you contact us by email, telephone, post or social media (for example when you have a query about our services; or from third parties and/or publicly available resources (for example, from your employer, agent or landlord or from Companies House, Land Registry, etc.);
- you have given a third-party permission to share with us the information they hold about you;
- you apply for a position with us either directly or via an employment/recruitment agency;
- you book an appointment to attend an event arranged by us.

We may also collect data when you visit our website:

- we may collect information about your device, including, where available, your Internet Protocol (IP) address, for reasons of fraud protection. We may also collect information about your device's operating system and browser type, for system administration and to report aggregate information. This is statistical data about users' browsing actions and patterns and does not identify any individual.
- our site uses cookies to distinguish you from other users of the site. At present we do not collect these cookies or use them for any other purpose.
- our site may, from time to time, contain links to and from websites of third parties. Please note that if you follow a link to any of these websites, such websites will apply different terms to the collection and privacy of your personal data and we do not accept responsibility or liability for these policies. Please check before you submit your information to these websites.

#### 4. THE KIND OF INFORMATION WE HOLD ABOUT YOU

The information we hold about you may include the following:

- your personal details (such as your name, address, telephone number, email address, date of birth, gender, marital status, contact details and preferences, national insurance number, identification documents (eg: passport, driving licence, utility bills, photos), bank account details, payroll records, tax code and tax status information, salary, entitlements to benefits and pension information; investments; dividends, professional memberships, credit and debit card details; share holding;
- details of contact we have had with you in relation to the provision, or the proposed provision, of our services;
- details of any services you have received from us;
- our correspondence and communications with you;
- information about any complaints and enquiries you make to us;
- information from research, surveys, and marketing activities;
- information we receive from other third-party sources, such as publicly available information, companies or information provided by your employer.

#### 5. HOW WE USE PERSONAL DATA WE HOLD ABOUT YOU

We may process your personal data for purposes necessary for the performance of our contract with you or your employer, agent or landlord and to comply with our legal obligations.

We may process your personal data for the purposes necessary for the performance of our business contracts. This may include processing your personal data where you are an employee, subcontractor, supplier or customer of our tenants or agents.

We may process your personal data for the purposes of our own legitimate interests provided that those interests do not override any of your own interests, rights and freedoms which require the protection of personal data. This includes processing for marketing, business development, statistical and management purposes.

We may process your personal data for certain additional purposes with your consent, and in these limited circumstances where your consent is required for the processing of your personal data then you have the right to withdraw your consent to processing for such specific purposes.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if the personal data we hold about you changes.

Please note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data.

#### **Situations in which we will use your personal data**

We may use your personal data in order to:

- carry out our obligations arising from any agreements entered into between you or your employer, agent or landlord and us (which will most usually be for the provision of our services);
- carry out our obligations arising from any agreements entered into between our tenants and us (which will most usually be for the provision of our services) where you may be a tenant, landlord, agent, subcontractor, supplier or customer;
- provide you with information related to our services and our events and activities that you request from us or which we feel may interest you, provided you have consented to be contacted for such purposes;
- seek your thoughts and opinions on the services we provide; and
- notify you about any changes to our services.

In some circumstances we may anonymise or pseudonymise the personal data so that it can no longer be associated with you, in which case we may use it without further notice to you.

If you refuse to provide us with certain information when requested, we may not be able to perform the contract we have entered into with you. Alternatively, we may be unable to comply with our legal or regulatory obligations.

We may also process your personal data without your knowledge or consent, in accordance with this notice, where we are legally required or permitted to do so.

### **Data retention**

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it is collected.

When assessing what retention period is appropriate for your personal data, we take into consideration:

- the requirements of our business and the services provided;
- any statutory or legal obligations;
- the purposes for which we originally collected the personal data;
- the lawful grounds on which we based our processing;
- the types of personal data we have collected;
- the amount and categories of your personal data; and
- whether the purpose of the processing could reasonably be fulfilled by other means.

### **Change of purpose**

Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose.

Should it be necessary to use your personal data for a new purpose, we will notify you and communicate the legal basis which allows us to do so before starting any new processing.

## **6. DATA SHARING**

### **Why might you share my personal data with third parties?**

We will share your personal data with third parties where we are required by law, where it is necessary to administer the relationship between us or where we have another legitimate interest in doing so.

### **Which third-party service providers process my personal data?**

“Third parties” includes third-party service providers. The following activities are or maybe carried out by third-party service providers: IT and cloud services, professional advisory services, administration services, payroll services, bookkeeping services, marketing services and banking services, external regulators, financial institutions, investment advisers, delivery couriers. This list is indicative only and may not be exhaustive.

All of our third-party service providers are required to take commercially reasonable and appropriate security measures to protect your personal data. We only permit our third-party service providers to process your personal data for specified purposes and in accordance with our instructions.

### **What about other third parties?**

We may share your personal data with other third parties, for example in the context of the possible sale or restructuring of part or all of the business. We may also need to share your personal data with a regulator or to otherwise comply with the law.

## **7. TRANSFERRING PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA (EEA)**

We will not normally transfer the personal data we collect about you outside of the EEA. However, if the information which you provide to us is transferred to countries outside the EEA then these countries may not have similar data protection laws to the UK. By submitting your personal data, you are agreeing to this transfer, storing or processing. If we transfer your information outside of the EEA in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EEA, your information may be transferred outside the EEA in order to provide you with those services.

## **8. DATA SECURITY**

We have put in place commercially reasonable and appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, landlords, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

The transmission of information electronically via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your information transmitted to us, and any transmission is at your own risk.

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

## 9. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

### **Your duty to inform us of changes**

It is important that the personal data we hold about you is accurate and current. Should your personal information change, please notify us of any changes of which we need to be made aware by contacting us, using the contact details below.

### **Your rights in connection with personal data**

Under certain circumstances, by law you have the right to:

- Request access to your personal data. This enables you to receive details of the personal data we hold about you and to check that we are processing it lawfully.
- Request correction of the personal data that we hold about you.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this basis. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal data to you or another data controller if the processing is based on consent, carried out by automated means and this is technically feasible.

If you want to exercise any of the above rights, please email our Data Protection Point of Contact at [info@apperlyestates.co.uk](mailto:info@apperlyestates.co.uk).

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

## 10. RIGHT TO WITHDRAW CONSENT

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal data for a specific purpose (for example, in relation to direct marketing that you have indicated you would like to receive from us), you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please email our Data Protection Point of Contact at [info@apperlyestates.co.uk](mailto:info@apperlyestates.co.uk).

Once we have received notification that you have withdrawn your consent, we will no longer process your personal information (personal data) for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

## 11. CHANGES TO THIS NOTICE

Any changes we may make to our privacy notice in the future will be provided to you via our website at [www.apperlyestates.co.uk](http://www.apperlyestates.co.uk).

This privacy notice was last updated on 24 May 2018.

## 12. CONTACT US

If you have any questions regarding this notice or if you would like to speak to us about the manner in which we process your personal data, please email our Data Protection Point of Contact at [info@apperlyestates.co.uk](mailto:info@apperlyestates.co.uk).

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues, at any time. The ICO's contact details are as follows:

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

Telephone - 0303 123 1113 (local rate) or 01625 545 745

Website - <https://ico.org.uk/concerns>