

At Oakford Estates we take your privacy seriously and will only use your personal information to administer your account and to provide you with the services you have requested from us.

### **Who are we?**

We are Oakford Estates Limited (No. 07123687) a privately owned estate agent with an office based in in Camden, London.

Our registered address is

24 Bedford Row

London

WC1R 4TQ

Oakford Estates (“us”, “we”, or “our”) operates [www.oakfordestates.com](http://www.oakfordestates.com)

### **How do we collect information from you and why?**

We use your personal information only for providing a service, information or improving our website.

While using our website, we may ask you to provide us with certain personal information that can be used to contact or identify you. Personal information may include, but is not limited to, your name, email address, postal address and phone number.

If you provide us with your personal information when filling out a form on this site or over the telephone/in person, we will ask you what type of information you would like to receive from us. This includes new property alerts, quarterly property market report, local news and expert comment. This information will be sent by email to the address you’ve provided. You will be able to opt-out of these emails at any time by emailing us to let us know that you would like to ‘opt-out’

When you contact us regarding selling or buying properties, renting a property as a tenant or becoming a landlord, we have a legitimate interest in processing

this information so that we can tailor our services to your requirements as well as offer similar services in future.

### **How is your information used?**

We may use your information to:

- Contact you about a property or service;
- Process a transaction;
- To carry out our obligations arising from any contracts entered into by you and us;
- Fulfil our legal obligations under UK and EU regulations;
- Seek your views or comments on the services we provide;
- Notify you of changes to our services;
- Send you communications, which you have requested and that may be of interest to you;

### **Who has access to your information?**

We will not sell or rent your information to any third parties for sales or marketing purposes. We will not share your information with third parties for any other purposes than those you have consented to, where we have a contractual obligation to do so or where we are legally obligated to carry out ID checks as part of our Right to Rent and Anti Money Laundering obligations.

We will only share your personal information for a specific purpose and then only the appropriate amount of information needed for that purpose.

### **Third parties**

Our website may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

Whilst Oakford Estates has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party sites or services, we have in place stringent agreements about how your personal data is handled with all our trusted third party partners who may process your personal data over the

course of your contract with us. We have taken every reasonable step possible to ensure your information is handled securely and confidentially at all times.

### **Where is your data held?**

All the personal information we handle is processed by our staff in the UK, however for the purposes of IT hosting and maintenance this information may be located on servers within the European Union. No third parties have access to your personal data unless the law allows them to do so.

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU 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 EU, your information may be transferred outside the EU in order to provide you with those services.

### **How long we keep your data**

We will hold your personal information on our systems for as long as is necessary for the relevant activity, as long as it is set out in any relevant contract you hold with us or as long as any legal obligation requires us to.

We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

### **Browser data and its use**

Like many website operators, we collect information that your browser sends whenever you visit our website ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages and other statistics. This data is

shared with Google to monitor the performance of our Site using Google Analytics.

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

### **Your choices**

You have a choice about whether or not you wish to receive information from us. If you do not want to receive marketing communications from us, you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email unless you have given your prior consent.

You can change your marketing preferences at any time by contacting us by email:[info@oakfordestates.com](mailto:info@oakfordestates.com) or telephone on 020 7380 0606.

If you no longer wish to hear from us at all or wish for us to remove your data from our systems, please email [info@oakfordestates.com](mailto:info@oakfordestates.com) or telephone on 020 7380 0606. Unless there is a legal requirement for us to keep your data we will instantly remove you from our database.

### **16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

### **How you can access and update your information**

The accuracy of your personal information is important to us. If you want to know what information we hold about you or wish to update any inaccurate or out of date information, please email [info@oakfordestates.com](mailto:info@oakfordestates.com) or write to us at 42 Hampstead Road, London, NW1 2PY.

### **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it's treated securely. Our Site is SSL encrypted. When you are on a secure page, a padlock icon will appear in the address bar of your web browser.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

### **If you are a tenant in a property let or managed by us**

Sometimes, we have a contractual responsibility to share your data, for example if you request a repair to your property and a contractor needs access or we need to change utilities from one name to another. In some cases, we have a legal obligation to share your data – when we carry out a Right to Rent check or register your deposit with TDS for example. In other instances we will share your data only when we have your consent, for example if you request a landlord reference or a deposit return. Sometimes, we may need to carry out a so-called 'app check' with a fellow agent to adhere to good competition practice within the industry.

Basic data such as contact information will be processed in order to set up contracts and will be shared with your landlord and/or other agents involved in the process.

We will only share data for a specific purpose and only the right amount of data needed for that purpose.

### **If you register as a landlord**

We have a contractual responsibility to share some of your data with your tenant, for example when setting up the contract for the let of your property. In some cases we have a legal obligation to share your data: for example for taxation purposes when your data will be shared with HMRC. In other instances we will share your data only when we have your consent, for example for financial transactions involving third parties such as other agents.

If you choose to have Oakford Estates manage your property, we will share data with any trusted contractors who will need access to your property to carry out repairs as well as any utility companies in order to manage any accounts.

We will only share your data for a specific purpose and only the right amount of data needed for that purpose.

### **If you are buying or registering to buy a property through us**

We have a legal obligation to share your information to carry out so-called AML checks (Anti Money Laundering), which may include ID checks, credit checks and land registry checks. We also process your data in order to write up contracts and in order to contact you with news on suitable properties. Sometimes, we may need to carry out a so-called 'app check' with a fellow agent to adhere to good competition practice within the industry.

We will only share your data for a specific purpose and only the right amount of data needed for that purpose.

### **If you register to sell a property with us**

We have a legal obligation to share your information to carry out so-called AML checks (Anti Money Laundering), which may include ID checks, credit checks and land registry checks. We also process your data in order to write up contracts and in order to contact you with news on offers to buy your property.

We will only share your data for a specific purpose and only the right amount of data needed for that purpose.

### **Review of this Policy**

We keep this Policy under regular review and the latest policy is accessible from every page on our website. This Policy was last updated in April 2018.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us at [info@oakfordstates.com](mailto:info@oakfordstates.com).