PRIVACY POLICY

At Moginie James we are committed to ensuring that your privacy is protected.

This Privacy policy has been amended in May 2018

This privacy policy sets out how we use and protect any personal information we collect from you through our website, or that you provide to us via any other forms of communication.

We are committed to protecting your privacy in line with the General Data Protection Regulations (GDPR). The personal information you give us will only be used in line with this privacy policy.

We may change this policy from time to time. You can always find the most up-to-date privacy policy on our website at www.moginiejames.co.uk

In this policy, when we refer to 'your information' we mean personal information about you which we may collect, use, share, store or process in any other way. This includes information we get from you or from anyone else when you are purchasing, selling, renting or letting a property through Moginie James or at any other time, through any type of communication (verbal, written or electronic), including through letters, calls, emails, websites (for example, internet protocol (IP) address, cookies), applications, phone systems (we may record and use any phone number you call us from), registrations, researches, promotions and competitions or through contact you currently have or have previously had with us.

The following personal data may be collected, held, and processed by us in order **to market directly to potential customers:**

- Name
- Home address
- Contact telephone numbers
- Email address

The following personal data may be collected, held, and processed by us **from potential buyers and potential tenants:**

- Name
- Home address
- Contact telephone numbers
- Email address
- Their current property situation
- Their property purchase/rental budget
- Their current property purchasing or renting financial position
- Their property purchase/rental preferences
- Copies of documents to confirm that funds are available to purchase properties

The following personal data may be collected, held, and processed by us **from our property selling clients:**

- Name
- Home address
- Contact telephone numbers
- Email address
- Their properties value
- Full details of the property to be marketed
- Photographs of the property to be marketed
- Alarm codes and other security information where we are conducting viewings

The following personal data may be collected, held, and processed by us **from our landlord clients:**

- Name
- Home address
- Contact telephone numbers
- Email address
- Their properties rental value
- Full details of the property to be marketed
- Photographs of the property to be marketed
- Alarm codes and other security information where we are conducting viewing
- Official or other photographic identity confirmation
- Copies of appropriate documents to confirm home address

The following personal data may be collected, held, and processed by us **from applicants for tenancies and tenants:**

- Name
- Home address
- Contact telephone numbers
- Email address
- The information required to complete a tenancy application

The following personal data may be collected, held, and processed by us **to meet our obligations under Money Laundering Regulations 2017, the Bribery act Act 2010, the Proceeds of Crime Act 2002 and the Terrorism Act 2000:**

- Name
- Date of Birth
- Home address
- Period they have lived at their current property
- Official photographic identity confirmation
- Copies of appropriate documents to confirm home address
- Copies of documents to confirm that funds are available to purchase properties

We reserve the right to employ third party electronic verification for the purpose of verifying identity. The search will not affect your credit rating.

Use of the information we collect

Your information will be used by us in connection with the following purposes

Providing You with Services:

To provide you with the estate agency services which you have asked us to provide, including but not limited to:

- Helping you to sell your property, or to find a property to purchase;
- Valuing your property; and
- Letting services;
- To introduce you to conveyancing services;
- To protect a tenant's deposit by registering it with a deposit protection scheme;
- To take payment from you for the services which we provide;
- To arrange and carry out viewings;
- To process the receipt and payment of rent, maintenance and tax for you if a property is being let;
- To arrange an energy performance certificate or home report inspection for you;
- To arrange an inventory check or to prepare a report on the condition of a property if it is being let;
- To ensure that utilities are in place and that utility companies and local authorities are able to contact you for billing purposes when you move in to a property;
- To carry out tenant referencing and credit checks to assess if you are creditworthy before you move in to a property. To carry out such checks, your personal information may be shared with credit referencing companies,
- To better understand your requirements and provide you with services specific to your needs;
- To improve the services we offer by analysing your personal information so we better

understand how you use our services;
- To keep client records up to date;

Marketing of Our Services to You:

- To provide you with general updates in relation to the property market, in accordance with your preferences;
- To provide you with information which we reasonably believe may be relevant to you based on the services we are providing to you including information on mortgages, protection and insurance products and third party and conveyancing services;
- To carry out targeted advertising to you on social media websites such as Facebook where you have already shown an interest in our services. This is done through analysing information we collect about your interactions on our site and making this available to social media networks;

Responding to Your queries:

- To help answer any questions which you have asked one of our agents or staff members;
- To provide you with a quote for our services;

Improving Our Site:

- To analyse cookie and website usage data to keep improving our site;
- To allow us to customise the content which is presented to you based on your likely interests;

Legal and Regulatory Obligations:

- To comply with applicable laws where we are obliged to retain and/or disclose certain information;
- To investigate or address claims or complaints relating to your use of our services;
- For internal and external auditing purposes;
- To carry out anti-money laundering checks;

Other:

- To transfer information to any entity which may acquire rights in us;
- To collect a debt which is owed to us; and
- For onward referencing where you are a tenant.

Marketing

You have the right to withdraw your consent for us to use your personal data for marketing purposes at any time, this will result in us ceasing to market goods and services to you.

You can ask us to stop sending you marketing messages at any time by;

- Clicking on the message located at the bottom of the emails or
- By contacting us at marketingteam@moginiejames.co.uk

If you withdraw your consent to receiving marketing emails, we will process your data in order to fulfil our contractual obligations and in accordance with our legal, accountancy and regulatory obligations.

Your rights

Subject to certain exemptions, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to your personal information.

- The right to be informed
- The right to access
- The right to rectification
- The right to erase
- The right to restrict processing

Data Subject Access

A data subject may make a Subject Access Request (SAR) at any time to find out more about the personal data we hold about them. We will normally respond to a SAR within one month of receipt, or two months for complex and/or numerous requests. We will inform the data subject of the need for the extension, if appropriate.

All SAR received must be forwarded to privacy@moginiejames.co.uk

We do not charge for the handling of normal SARs, but we reserve the right to charge a reasonable fee for additional copies of information already supplied to a data subject, and for requests that are manifestly unfounded or excessive, particularly where such requests are repetitive.

How to contact us:

If you would like to make a compliant about a breach of your personal information, have any concerns about Moginie James privacy practices or would like to access and/or update information or preferences you provided us

Email: privacy@moginiejames.co.uk

Post: C/O Privacy

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