

Privacy Policy – March 2025



Effective Date: 17th March 2025

Mike McKinley Lettings Ltd ("we," "our," or "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data in accordance with the UK GDPR and other applicable data protection laws.

By using our website or services, you consent to the collection and use of your personal data as described in this Privacy Policy.

1. Information We Collect

We may collect and process the following personal data:

- **Personal Identification Information:** Name, contact details (email address, phone number), date of birth, and other information you provide directly to us (e.g., through forms, phone calls, or email).
- **Property Information:** Details of properties you are buying, selling, renting, or letting, including property preferences, viewing history, and transaction data.
- **Financial Information:** Bank account details, credit checks, mortgage details, and other financial information necessary for processing transactions.
- **Usage Data:** Information on how you interact with our website, including IP addresses, browser types, device types, and website navigation data.
- **Communication Data:** Any communication you have with us, including via phone, email, or in-person meetings.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide estate agency services, including property sales, lettings, and rentals.
- To manage and process your property transactions and related financial activities.
- To offer customer support and respond to your inquiries.
- To send you marketing communications, such as property updates, news, and special offers, where you have consented to receive them.
- To improve our website, services, and user experience.

- To comply with legal obligations, including anti-money laundering and fraud prevention requirements.

3. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Performance of a contract:** To fulfill our contractual obligations to you, including processing property transactions.
- **Consent:** Where required, we will seek your explicit consent for processing, particularly in relation to marketing communications.
- **Legal obligation:** To comply with legal requirements, such as anti-money laundering checks.
- **Legitimate interest:** To improve our services and website, or to prevent fraud, in a manner that does not override your rights and interests.

4. How We Share Your Information

We will not sell or rent your personal data to third parties. However, we may share your information with the following categories of third parties:

- **Service Providers:** Trusted third-party service providers who help us run our business (e.g. Contractors, IT services, payment processors, marketing agencies).
- **Financial Institutions:** Banks, mortgage brokers, and financial institutions involved in the property transaction process.
- **Legal and Regulatory Bodies:** To comply with legal requirements, prevent fraud, or protect our legal rights.
- **Professional Advisors:** Solicitors, surveyors, and other professionals assisting in property transactions.

We require that third parties respect the security of your personal data and comply with applicable laws.

5. Data Retention

We retain personal data for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, and reporting requirements. When personal data is no longer required, we securely delete or anonymise it.

6. Your Data Protection Rights

Under the UK GDPR, you have certain rights regarding your personal data:

- **Right of access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can ask us to correct any inaccurate or incomplete data.
- **Right to erasure:** You can request that we delete your personal data under certain circumstances.
- **Right to restriction:** You can request the restriction of processing in certain situations.
- **Right to data portability:** You can request a copy of your personal data in a structured, commonly used, and machine-readable format.
- **Right to object:** You can object to the processing of your data for direct marketing or based on legitimate interests.

To exercise any of these rights, please contact us at the details provided below.

7. Security of Your Information

We implement appropriate technical and organisational measures to protect your personal data against unauthorized access, loss, or destruction. While we take reasonable steps to protect your data, please be aware that no data transmission or storage system can be 100% secure.

8. Cookies and Tracking Technologies

We may use cookies and similar technologies to collect data on your usage of our website. Cookies help us improve your user experience and understand how visitors use our website.

You can control cookies through your browser settings, but disabling certain cookies may affect some features of our website.

9. Third-Party Links

Our website may contain links to third-party websites, such as property portals or other related services. We are not responsible for the content or privacy practices of those websites. We encourage you to review their privacy policies before providing any personal information.

10. Children's Privacy

Our services are not directed at children under the age of 16, and we do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child under 16, we will take steps to delete that information.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this policy periodically to stay informed about how we protect your data.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or wish to exercise your rights, please contact us:

Mike	McKinley	Lettings	Ltd
Email:		mike@mikemckinley.co.uk	
Phone:			07359551271
Website:	www.mikemckinley.co.uk		