

Keegan White Estate Agents – Privacy Policy

This Privacy Statement applies to the use and processing of Personal Information collected and used by Keegan White Estate Agents

The phrases “Keegan White”, “us” or “we” shall, when used herein, mean those members of Keegan White Estate Agents on behalf of and in respect of whom this Statement is made.

By using Keegan White’s websites and/or mobile applications or otherwise providing your Personal Information to us, you agree to the collection, use and sharing of your information in accordance with this Privacy Statement. Please read this Privacy Statement carefully and contact us if you have any questions.

Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

Should you have any queries in respect of this statement or our use of personal data, please contact Keegan White Data Protection Officer at info@keeganwhite.co.uk

The information Keegan White collects about you can be from a variety of sources. This includes information we collect directly from you via our offices, by phone, website registrations, social media applications, as well as other services and other third-party sources.

Information we collect directly from you can come from general property enquiries and various other programs such as events, competitions and offers. Typically, the type of information we collect from you can be: name, address, email, telephone number(s), date of birth, payment details and communication preferences.

When you visit our website, follow online advertising, social media and other services, we use cookies and other technologies to collect information when you visit. The information here can include: IP address, viewed web pages, clicks and emails that are opened.

We can collect information from other sources including: publicly available sources such as the electoral role and HM Land Registry, referral agents, credit reference agents, and so forth. The information here can include: address, email, date of birth, income level, as well as leisure activities, blogging information and so forth.

How Keegan White uses the information we collect to provide you with products, offers and services, to deliver advertisements, offers, marketing content and to conduct business operations. The following are examples of how we may use the information we collect: answer enquiries and requests, to develop new products and services, enrol you in offers and programs, assist in creating and managing your account, processing payments & services, protect against or identify possible fraudulent transactions, send you email and postal messages with information about content that we think may be of interest to you, telephone you about content we think may be of interest to you, personalise your experience on our websites by presenting products and information tailored to you, allow you to participate in social sharing on our websites, and enforce our Terms and Conditions and otherwise manage our business.

Keegan White will only process your information in pursuance of our legitimate interest if we receive any requests related to, for example, a product or service, a call-back, or specific marketing; we will

use your personal information to fulfil your request. Where we need to manage your account and protect you against or identify possible fraudulent transactions, we will do so in accordance with our legal obligation placed on us under law. We will seek consent from you if we need to process your data solely identified purposes. To ensure meaningful consent is obtained from you, Keegan White will provide you with reasonable notice ensuring that your consent is provided on an informed basis.

We do not sell your personal data; the success of our business depends on your trust, and your information will not be provided to marketers outside of Keegan White. We do share your personal information within the organisation and with business related needs, with your consent, to services such as solicitors, surveyors, mortgage brokers, or as otherwise described within this statement.

Co-promotions with Carefully Selected Business Partners

We from time to time may collect personal and other information for a co-promotion or joint program with a business partner and share your information with that business partner. For these programs we will make clear at the point of collection that the information will be shared with Keegan White and the participating business partner and ask for your consent as required by applicable laws.

Third-party service providers

We engage third-party service providers to perform a variety of business operations on our behalf. In so doing, we may share your Personal Information with them. We provide our service providers with only the Personal Information they need in order to perform the services we request, and we contractually require that they protect this information appropriately and not use it for any other purpose.

For example, we may rely on a 3rd party service provider to: handle your service requests, host our website and email delivery, manage payments, analyse our data, conduct research and analyse data to improve our products and services and to carry out other services that we request.

We can combine Personal Information about you that we have collected with Personal Information about you from a 3rd Party that has also collected so we can jointly send tailored promotional communications to you. In such instances, our 3rd Party business partner will not be permitted to use Keegan White's data or the combined data for its own, independent marketing purposes. If you prefer not to receive these joint communications, you can always opt out by following the instructions provided in any such communication or through this Privacy Statement as indicated above.

There are other situations where we may transfer or otherwise process your personal information, for example: when we pass the sale of your property to another agent and to protect, defend or exercise the rights and property of Keegan White (including enforcing our Terms and Conditions), as well when we are required to do so by law and/or government authorities.

Your Personal Information will be retained for the period necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.

You can choose your communication preferences: by email by subscribing on our website, or unsubscribing by using the opt out option on the email, with telephone marketing we only

call you if you have given us your consent. You can stop receiving telephone marketing calls by either telling us when we call you, or you can call us or email info@keeganwhite.co.uk asking to opt out.

You have rights in respect of the management of the personal data we hold about you and we take steps to keep your personal information accurate. You can ask us at any time to view your personal information that we may have and you can amend, or update as may be necessary.

Data Deletion can be requested and we will take appropriate action to remove all that is necessary under applicable law.

You may withdraw your consent where you have previously provided consent for our processing of your personal data at any time by contacting us as described below. We will cease processing your personal data as soon as reasonably practicable following our receipt of your withdrawal.

Complaints If you consider that we have processed personal data in violation of applicable law, please contact us as described below. If you consider that we have processed personal data in violation of applicable law and failed to remedy such violation to your reasonable satisfaction, you may also lodge a complaint with the Information Commissioner (ICO).

Cookies and Other Technologies are used by Keegan White and our 3rd Party service providers to personalize your experience and to deliver you marketing, including online content. Cookies remember who you are to log you in and your preferences, to provide you advertisements, offers or other content tailored to your interests and to assess how our sites are used. You can accept or decline cookies through your browser settings. Your web browser can add, delete and block cookies as you may desire but this can affect your online experience and service delivery. There are other technologies too, which may record information such as the address of the web page that referred you to our website and the IP address of the device you use to connect to our websites. We may log information about your interaction with the websites, such as which pages you visit. We may use 3rd party web analytics services on our websites, such as those of Google Analytics. These service providers help us analyse how visitors use the websites.

Social Media sharing tools and other 3rd party providers, may use automated means to collect information regarding your use of the websites, your interactions and other matters that may be of interest to help our service provision to you. This information is subject to the privacy policies and/or notices of those third party providers of the plug-ins and widgets.

Internet-Based Marketing may provide you with matters of interest, offers, or other content as you interact with websites or mobile applications. This marketing is online marketing from Keegan White and can be from our selected business partners which we hope is tailored to your interests and sent to your device using a cookie or other identifier assigned to your device. We have designed this type of marketing system to deliver such advertising to you based only on data that does not personally identify you.

Your privacy is respected by Keegan White and you can limit your receipt of our marketing on Keegan White websites or in our mobile applications by different means.

Social Networks and Third-Party Plug-ins are on our websites and microsites. An example of a plugin is "Share" button which can be used to share a property's microsite on your social media platforms. Where legally permitted, these plugins may communicate with and send information to the party that provided the plugin, even if you do not click on the plugin. This information may include your IP address, information about your browser and device, and the address of the web

page you are visiting on our site. Loading, using or clicking the plugins may also place, read and transmit cookies. These cookies may contain a unique identifier the social network or 3rd assigns to you. The loading, functionality and your use of the plugins are governed by the privacy statement and terms of the party that provided the plugin.

Information you submit onto Social Media is known as User Generated Content and you ought to bear in mind that this information that you submit or post sites become public information. As such you should avoid placing any information of confidential nature on such websites as Keegan White cannot be responsible for such content that you post.

Keegan White links to other websites and applications for your convenience and information. These may have their own privacy notices or policies, which you can review. We cannot be responsible from their content as we have no control over them.

Please contact us if you have any questions, or concerns about what Personal Data we hold about you. Please email the Data Protection Officer at info@keeganwhite.co.uk