

## FAIRFIELD'S PRIVACY & COOKIE POLICY

Your privacy and personal information are extremely important to us, and we want you to know exactly what kind of information we collect about you and how we use it.

### About Us

We are **Fairfield Estate Agents Limited and Fairfield Lettings Limited (Collectively referred to as "Fairfield" "us", "we", or "our" in this policy)**

Contact details – **Fairfield Estate Agents Ltd**

Postal address – **1 Station Approach, Watford, Herts, WD19 7DT**

Telephone – **020 8428 0540**

Fairfield is the 'data controller' of the information you provide to us, which means we control the way information is used and processed.

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### 1. Information we collect from you

#### Direct Interaction

You may give Fairfield your personal Data when corresponding by telephone, email, post or by filling in forms. This includes personal data you provide when you:

- Requesting an appointment to view a property or value your current property for sale or for rent
- Send us emails.
- Talk to a member of staff within our offices or over the telephone.
- Request marketing information to be sent to you.
- Give us feedback after viewings or within a review.
- Fill in forms, for example when you offer on a property for sale or rent.
- Pay for services relating to your sale or purchase, rental, or tenancy.
- Add posts, reviews, and other comments to any of our websites, mobile apps, or other community forums.
- Interact with Fairfield on social media platforms such as Facebook or twitter etc.
- Wish to use a Fairfield recommended partner and affiliated services.
- Visit our website [www.fairfieldestates.co.uk](http://www.fairfieldestates.co.uk) We use cookies and other technologies to collect information when you visit our website. This may include personal information in connection with your use of our website. This may include:
  - your name, email address, telephone number and property address when you register to book a valuation, arrange a viewing, register for property alerts, lettings enquiry, request a mortgage appointment or solicitor quotation.
  - The data sent from your browser may include, the date, time and length of your visit, the site from which you have come (for example Google, Internet explorer, Safari, etc....) and your IP address.

#### Third parties or publicly available sources

Fairfield may receive personal data about you from various third parties as set out below:

#### Information obtained from online portals

Where you contact us via online portals such as Rightmove.co.uk, Onthemarket.com or Zoopla.co.uk, we will use your contact details to enable us to communicate with you and offer the services you have enquired about.

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### 2. Your Personal Data:

Fairfield may collect, store, and use the following categories of personal information about you:

**Identity Data:** Title, first name, last name, date of birth, nationality, and details from identity documents you provide.

**Contact Data:** Current address, email address and telephone numbers.

**Financial Data:** Proof of available funds to support any offer that you have made.

**Transaction Data:** Details about payments to and from you.

**Marketing and Communications Data:** Your preferences in receiving marketing from Fairfield, our third-party partners, and your communication preferences.

### 3. How we will use information about you?

Fairfield will only use your personal information when the law allows us to. We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Fairfield will use your personal information in the following circumstances:

- When **you consent** to us doing so.
- Where we need to **perform the contract**, we have entered into with you.
- Where we need to comply with a **legal obligation**.
- Where it is necessary for our **legitimate interests** (or those of a third party) and your interests and fundamental rights do not override those interests.

#### **Legitimate Interest**

If the processing of your personal data is deemed necessary in the interest of our business to enable us to give you the best service and most secure experience, we will ensure:

- We consider and balance any potential impact (both positive and negative) on your rights before we process your personal data for our legitimate interests.
- We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

We may contact you by telephone, email, text messages or post to offer information about our other products and services which we believe may be of interest to you. We will only contact you by these methods if you agree, and you can stop receiving any form of communication by contacting your local branch or sending an email to

[dataprotectionofficer@fairfieldstates.co.uk](mailto:dataprotectionofficer@fairfieldstates.co.uk)

Email communications will stop within 7 days.

We may also use your personal information in the following situations, which are likely to be rare:

- Where we need to protect your interests (or someone else's interests).
- Where it is needed in the public interest or for official purposes.

#### **The purpose for which we use your personal data**

We have set out in the following table a description of the ways in which Fairfield plan to use your personal data, and which of the lawful basis we rely on to do so. Fairfield have also identified legitimate interests where appropriate.

Please note that we may process your personal data for more than one lawful ground, that may overlap on several grounds depending on the specific purpose for which to justify our use of your personal data. Please *contact us* if you need details about the specific legal ground that we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data required</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
<b>To register you as a new customer (Via face to face, telephone or online)</b> (a) To deliver the services we provide when dealing with your enquiry. (b) Responding to your queries and comments, social media posts and questions.	(a) Identity (b) Contact	(a) Performance of a contract with you.
<b>To manage our relationship with you which will include:</b> (a) Sending you relevant properties and related marketing. (b) To deliver the services we provide and the legal requirements when you engage us to sell or rent a property for you. (c) Dealing with an offer you have made to buy or rent a property. (d) Performing the relevant checks and updating you with information during the process of a sale or rental.	(a) Identity (b) Contact (c) Financial (d) Marketing and Communications	(a) Your Consent. (b) Performance of a contract with you. (c) Necessary for our legitimate interests (to keep our records updated, to study how customers use our products/services and make marketing adjustments to improve our service to the client).
<b>To manage our relationship with you which will include:</b> (a) Manage payments, fees, and charges	(a) Financial (b) Transaction	(a) Performance of a contract with you.

(b) Collect and recover money owed to us		(b) Contractual – Necessary to process personal data relating to a contract and recover debts due to us.  (c) Legal obligation to ensure safety of tenant during tenancy.
<b>To manage our relationship with you which will include:</b>  To provide you with news, special offers and general information about other goods, services, and events which we offer that are similar to those that you have already purchased or enquired about, unless you have opted not to receive such information	(a) Identity (b) Contact (c) Marketing and Communications (d) Transaction	(a) Performance of a contract with you.  (b) Necessary for our legitimate interests (to keep our records updated, to study how customers use our products/services and make marketing adjustments to improve our service to the client).
<b>To manage our relationship with you which will include:</b>  The actions required during the term of a tenancy	(a) Identity (b) Contact (c) Financial (d) Marketing and Communications	(a) Performance of a contract with you.  (b) Legal obligation to ensure safety of tenant during tenancy.  (c) Necessary for our legitimate interests (to keep our records updated, to study how customers use our products/services and make marketing adjustments to improve our service to the client).
<b>To manage our relationship with you which will include:</b>  Asking you to leave a review or take a survey.	(a) Identity (b) Contact  (c) Marketing and Communications	Necessary for our legitimate interests (To study how customers feel about our service and make marketing adjustments to improve our service to the client).
<b>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</b>	(a) Identity (b) Contact  (c) Marketing and Communications	(a) Your Consent.  (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to adjust our marketing strategy to improve our service to the client).
<b>To enable you to take part in a competition or complete a survey</b>	(a) Identity (b) Contact (c) Marketing and Communications	(a) Your Consent.  (b) Performance of a contract with you.  (c) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business).
<b>To make suggestions and recommendations to you about properties or services that may be of interest to you</b>	(a) Identity (b) Contact	Necessary for our legitimate interests (to develop our products/services and grow our business).
<b>To complete tenancy work orders raised by tenants or through inspections</b>	(a) Identity (b) Contact	(a) Performance of a contract with you.  (b) Necessary for our legitimate interests to deal with work orders.

### **If there is a Change of purpose**

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **4. How do we protect your information?**

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. You can be sure we take the security of your information very seriously and we are committed to protecting your personal information against unauthorized use or disclosure.

Once your data arrives at Fairfield, we use appropriate procedures and technical security measures to safeguard your information across all our computer systems, networks, websites, mobile apps, and offices.

If you have any concerns about the security of your own personal computers and mobile devices, we suggest you read the advice of 'Get Safe Online'.

#### **Opting out**

You can ask us or third parties to stop sending you marketing messages by updating your marketing preferences or by contacting us at any time.

#### **Third-party marketing**

We will get your express opt-in consent before we share your personal data with any company outside the Fairfield group of companies for marketing purposes.

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### **5. Disclosure of Personal Data**

Fairfield will share your personal data with third parties for the purpose of providing our services to you for the purposes set out.

#### **Internal Third Parties**

**Existing clients:** This is because you have viewed or submitted an offer and the requirement to communicate your viewing feedback or report your offer.

**Companies within our group:** This is because we hope to have a relationship with you across all our different companies and we want to be able to provide you with the same high-quality experience whenever and however you liaise with us.

#### **External Third Parties**

- **The people who provide our internal software, websites, mobile apps, and related services to you:** They include information technology experts who design and host our websites.
- **Approved contractors:** To install for sale or to let boards, to instruct maintenance contractors and managing agents, to arrange EPC visits, to arrange for contractors to provide safety & statutory tests and inventory clerks to complete the inventory process.
- **Professional advisers:** Acting as processors or joint controllers including solicitors, Conveyancers, Mortgage brokers, banks, surveyors, and insurance companies based within the EEA who provide consultancy, banking, legal, insurance and professional services.
- **Credit / reference agencies:** who supply tenancy referencing and Anti-money Laundering information to us. Where anti-fraud is concerned, the organisations concerned may hold your information on file for future anti-fraud-prevention purposes.
- **Third-party companies:** whose services we offer and introduce you to with your permission.
- **Social media companies** such as Facebook and Twitter: and our advertising partners to enable us to run targeted promotions for you on their platforms.
- **Any new business partners:** We may, for example, in the event of a joint venture, reorganisation, business merger or sale that affects us.
- **HM Revenue & Customs, regulators, and other authorities:** acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.
- **Other people who make a 'subject access request':** Where we are required to do so by law.
- We may also share the information we collect where we are legally obliged to do so, e.g., to comply with a court order.

## Social media, blogs, and reviews

- **Any social media posts or comments you send to us:** that appear on the Fairfield's Facebook page, for instance, will be shared under the terms of the relevant social media platform (e.g., Facebook or Twitter) on which they're written, and could be made public. Other people, not us, control these platforms. We're not responsible for this kind of sharing. Before you make any remarks or observations about anything, you should review the terms and conditions and privacy policies of the social media platforms you use. That way, you'll understand how they will use your information, what information relating to you they will place in the public domain, and how you can stop them from doing so if you're unhappy about it. It's worth remembering too that any blog, review, or other posts or comments you make about us, our products, and services on any of our blogs, reviews or user community services will be shared with all other members of that service and the public at large. You should take extra care to ensure that any comments you make on these services, and on social media in general are fit to be read by the public, and are not offensive, insulting, or defamatory. Ultimately, you are responsible for ensuring that any comments you make comply with any relevant policy on acceptable use of those services.
- **Mobile app platforms:** Our mobile apps run on third-party software platforms, for example, Apple's iOS platform, which powers Apple's iPhone, and Google's Android platform, which powers Android-based smartphones. If you use any of our mobile apps, your usage of those apps is also subject to the relevant mobile app platform provider's terms and conditions and privacy policy. You should review their terms and conditions and privacy policy to ensure you understand what information (if any) they will gather on you, how they will use that information, and what you may be able to do if you are unhappy about it.
- **Third parties:** We may sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice. We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

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## 6. How long do we keep your information for?

To make sure we meet our legal data protection and privacy obligations, we only hold on to your information for as long as we need it for the purposes, we acquired it for in the first place. In most cases, this means we will keep your information for as long as you continue to use our services, and for a period afterwards if you stop doing so just in case you begin using our services again.

After that we will either delete it or anonymise it so that it cannot be linked back to you. By law we must keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes. In some circumstances you can ask us to delete your data, see 'Deleting your personal information' below.

## 7. How do you find out what information we hold about you?

You have the right to obtain a copy of the personal data that we hold in relation to you. To view a copy free of charge, please write to:

Data Protection Officer  
Fairfield Estate Agents Ltd  
1 Station Approach,  
Watford WD19 7DT

Dataprotectionofficer@fairfieldestates.co.uk

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). Please ensure that you provide evidence of your identity, such as a copy of your passport when writing, so that we can be sure that the request is from the right person. This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We try to respond to all legitimate requests within one month.

## Deleting your personal information

You can request us to delete or anonymise all personal information relating to you. This is sometimes known as the right to be forgotten. Please forward any request to:

Data Protection Officer  
Fairfield estate Agents Ltd  
1 Station Approach,  
Watford WD19 7DT

Dataprotectionofficer@fairfieldestates.co.uk

There may be circumstances where we are unable to delete some or all your personal information, for example due to our regulatory and legal obligations. In every case a response will be provided to you.

### **Fees for excessive or unreasonable requests**

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

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### **Data Protection Officer**

The Fairfield's Data Protection Officer (DPO) oversees compliance with this privacy notice. If you have any questions or concerns about this Privacy Notice or how we handle your personal information, please contact the DPO at [dataprotectionofficer@fairfieldstates.co.uk](mailto:dataprotectionofficer@fairfieldstates.co.uk)

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO) <https://ico.org.uk/>, the UK supervisory authority for data protection issues.

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### **Changes to this privacy policy**

We reserve the right to update this Privacy Policy at any time, and we will provide you with a new Privacy Policy when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

### **Cookie policy**

A Cookie is a small text file sent by a web browser and saved on your computer or internet enabled device. You can set your browser to control whether you accept cookies or not. Please be aware if you disable or refuse cookies some parts of our website may not function properly to provide the best experience.

Cookies cannot read data on your computer or instruct your computer to perform a function or share personal information.

We use cookies to track your usage to enable us to help provide the best user experience when visiting our website. A cookie provides us with information such as repeat users, which pages you visit, the date, time, and length of your visit, as well as the site from which you have come (for example Google) and your IP address.

**Fairfield use Google Analytics, Google AdWords, and Google Ads Manager, which is a service provided by Google. We also use the Facebook pixel on our website.**

Users may opt-out of Google's use of cookies by visiting the Google Advertising Opt-out Page. Users may opt out of Google Analytics by visiting the Google Analytics Opt-out Page.

### **Cookie types:**

**Session Cookies.** Session cookies last for the duration of your visit and are deleted when you close your browser. These allow various tasks such as allowing a website to identify that a user of a particular device is navigating from page to page, supporting website security or basic functionality.

**Analytical/performance cookies.** They allow us to recognise how visitors move around our website and count the number of visitors using it. This helps us to provide the best user experience when visiting our website.

**Functionality cookies.** These are used to recognise when you return to our website and remember the choices you made to enhance the features you may have previously used on our site.

**Targeting cookies.** These cookies allow us to deliver adverts relevant to your interests by recording your visit to our website and the pages you have visited. We may also use this information to limit the number of times you see an advert.