

Data Retention Policy

We wish to keep consumers advised of our services and therefore retain data for marketing purposes. From time to time consumers request that we stop providing them with information about our services.

In the event that this request is made then the data is anonymised & frozen within our system and put 'beyond use'; this means that apart from the Data Protection Officers, the data will no longer appear to exist to all other members of staff, or be visible on any of our computer systems save for, the automated system checks carried out, which are compulsory in order for us to ensure they are not contacted again if they have asked not to be contacted or marketed to.

We have been advised by the ICO to have a granular [Data Retention Matrix](#).

From time to time consumers ask that their data be deleted.

Once a consumer's data falls outside of our Legal Retention periods', a consumer may insist that their data is deleted. As far as is reasonably possible we will delete the data and advise the consumer that as we acquire data from various legitimate sources, their contact details may be purchased and added back into our database which may therefore mean that they could be contacted in a future marketing campaign. At that point, they would be required to submit a request to invoke the companies Right to Erasure Procedure contained herein. As part of this procedure a consumer can either choose the right to be forgotten whereby their data is anonymised and frozen or insist their data be deleted again.

In the unfortunate event that we have a legal requirement to produce data by the courts, the police or other public authority, that request should be made in writing to The Data Protection Officers, details of which can be found below and/or on our website.

The Data Protection Officers will facilitate the unfreezing of the data within the system to comply with the public authorities to produce said data.

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1) Data Retention Matrix - Potential Buyers & Tenants, Buyers & Tenants, or Occupants

You give your consent for us to hold your information and contact you when you are registered by our staff as looking to buy, rent or reside in a property, you will also receive a copy of our privacy policy

We will retain your data for the following periods of time:

Description	We will send you marketing emails and newsletters until you	We may communicate with you by phone, email or letter until you	We will retain information on you in our systems but not use it for any marketing purposes until	In addition to our obligations under the Limitations Act 1980 and to Statutory bodies we retain this information because
If you register with us but do not view any properties	Unsubscribe Or Have not responded to any of our email communications for 1 year	Tell us not to do so Or 3 years from your registration with us	14 years after you register with us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you view properties	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from your registration with us	14 years after you register with us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you make an offer to purchase or rent a property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from your offer being processed as not progressing by us	14 years after your offer is processed as not progressing by us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you purchase or rent a property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from your completion of sale or end of tenancy through us	14 years after your completion of sale or end of tenancy through us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you reside as an occupant in a property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from the end of the tenancy or ownership to which your occupation relates	14 years from the end of the tenancy or ownership to which your occupation relates	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.

2) Data Retention Matrix – Potential Landlords & Sellers, Landlords & Sellers, or Corporate Clients

You give your consent for us to hold your information and contact you when you are registered by our staff as looking to let or sell a property, you will also receive a copy of our privacy policy.

We will retain your data for the following periods of time:

Description	We will send you marketing emails and newsletters until you	We may communicate with you by phone, email or letter until you	We will retain information on you in our systems but not use it for any marketing purposes until	In addition to our obligations under the Limitations Act 1980 and to Statutory bodies we retain this information because
If you request a lettings market appraisal for your property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from your last appointment or transaction with us	6 years from your last appointment or transaction with us	There is no requirement for extended retention
If you instruct us to let your property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from the end of your marketing contract or final day of the last tenancy	14 years after the end of your marketing contract or final day of the last tenancy	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you request a sales market appraisal for your property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from your last appointment or transaction with us	6 years from your last appointment or transaction with us	There is no requirement for extended retention
If you instruct us to sell your property	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 6 years from the end of your marketing contract or completion of your last transaction with us	14 years after the end of your marketing contract or completion of your last transaction with us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.



3) Data Retention Matrix – Contractors

You give your consent for us to hold your information and contact you when you are registered by our staff as a supplier, you will also receive a copy of our privacy policy.

We will retain your data for the following periods of time:

Description	We will send you marketing emails and newsletters until you	We may communicate with you by phone, email or letter until you	We will retain information on you in our systems but not use it for any marketing purposes until	In addition to our obligations under the Limitations Act 1980 and to Statutory bodies we retain this information because
If you are registered with us to provide contractor services	We will not send you any marketing material	Tell us not to do so Or The duration of the contractor agreement and an additional 6 years	14 years after your contractor agreement with us ends	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.

4) Data Retention Matrix – Interviewee, Employee, or Next of Kin

You give your consent for us to hold your information and contact you when you are registered by our staff when being offered employment, an interview or when provided as Next of Kin, you will also receive a copy of our privacy policy.

We will retain your data for the following periods of time:

Description	We will send you marketing emails and newsletters until you	We may communicate with you by phone, email or letter until you	We will retain information on you in our systems but not use it for any marketing purposes until	In addition to our obligations under the Limitations Act 1980 and to Statutory bodies we retain this information because
If you have registered for an interview with us	Unsubscribe Or Have not responded to any of our email communications for 3 years	Tell us not to do so Or 3 years from your last interview with us	3 years after you interview with us	There is no requirement for extended retention
If you have been registered as an employee	Unsubscribe Or Have not responded to any of our email communications for 1 year after the end of your employment	Tell us not to do so Or 6 years from the end of your employment with us	6 years after you have ceased employment with us	We have obligations for the security of our staff and properties we market and to protect ourselves against any legal claims which may arise.
If you are registered with us as an employee's Next of Kin	We will not send you any marketing material	We will not communicate with you unless necessary for Next of Kin purposes	6 months after the employee for which you are Next of Kin leaves the company's employment	We will not retain your personal data longer than is necessary as Next of Kin

You have the right at any time to request that your data be made unavailable to all of our staff except our Data Protection Officers or Statutory Bodies with legal rights to view the data.