



## Data Protection and Privacy Policy

### 1. Introduction

At **Propertyline (includes Propertyline Letting Ltd and its subsidiaries)**, we are committed to protecting your privacy and ensuring that your personal data is handled securely and in accordance with all applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and any other relevant legislation.

This policy explains how we collect, use, disclose, and store your personal information in the course of providing our services as lettings and estate agents.

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### 2. Who We Are

Company Name: **Propertyline**

Address: **75 Broadway, Peterborough PE11SY**

Company Registration Number: **06057189**

Data Protection Officer: **Haider Ali, [haider@epropertyline.com](mailto:haider@epropertyline.com) 01733 777788**

We act as a Data Controller for the personal information you provide to us.

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### 3. What Information We Collect

We may collect and process the following personal data:

- Full name, address, date of birth
- Contact details (email address, phone number)
- Identification documents (passport, driving licence)
- Financial information (bank details, proof of income, credit history)
- Tenancy and property ownership details
- Employment details and references
- Criminal background checks (if required)
- IP address and website usage data (if interacting online)

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### 4. How We Collect Your Data

We collect your personal data when:

75 Broadway  
Peterborough PE1 1SY  
**01733 777788**



- You enquire about our services
- You register as a tenant, landlord, buyer, or seller
- You fill out forms on our website or in person
- You communicate with us via phone, email, or post
- You sign tenancy agreements or other contracts

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## 5. Why We Use Your Data

We use your personal data to:

- Provide lettings, sales, and property management services
- Verify your identity and perform background checks
- Comply with legal obligations (e.g., Right to Rent checks)
- Process payments and manage accounts
- Communicate with you about your property or tenancy
- Send relevant property alerts or updates (with your consent)

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## 6. Legal Basis for Processing

We process your data based on one or more of the following lawful grounds:

- Performance of a contract
- Compliance with legal obligations
- Legitimate interests (e.g. fraud prevention, business operations)
- Your explicit consent (e.g. for marketing communications)

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## 7. Who We Share Your Data With

We may share your data with:

- Referencing agencies and credit check providers
- Utility companies and local authorities
- Contractors and service providers (e.g., maintenance workers)
- Legal or regulatory bodies (e.g., HMRC, The Property Ombudsman)
- IT and software providers that support our business operations

We ensure all third parties comply with data protection laws.



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## 8. International Transfers

We do not routinely transfer your data outside the UK. If we ever do, appropriate safeguards (e.g., Standard Contractual Clauses) will be in place to protect your information.

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## 9. Data Retention

We retain your personal data only as long as necessary:

- For the duration of your tenancy, contract, or service agreement
- As required by law (e.g., up to 7 years for financial records)
- To resolve disputes and enforce agreements

After this period, data will be securely deleted or anonymised.

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## 10. Your Rights

You have the right to:

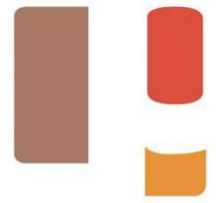
- Access your personal data
- Request correction of inaccurate data
- Request erasure (“right to be forgotten”)
- Object to or restrict processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner’s Office (ICO)

To exercise your rights, contact us at: [info@epropertyline.com](mailto:info@epropertyline.com)

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## 11. Cookies and Website Use

Our website uses cookies to enhance user experience and analyse traffic. You can manage cookie preferences via your browser settings. For more details, see our separate [Cookie Policy].



## 12. Updates to This Policy

We may update this policy from time to time. The latest version will always be available on our website. Significant changes will be communicated where appropriate.

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## Contact Us

If you have any questions about this policy or how your data is handled, please contact:

### Data Protection Officer

Haider Ali

[haider@epropertyline.com](mailto:haider@epropertyline.com)

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