

# LOCALE

Home Sales & Lettings 

**General Data Protection  
Regulations**

**Privacy Policy**

## Introduction

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This policy sets out the different areas where customer privacy is concerned and outlines the obligations & requirements of the customers and staff of Locale Home Sales & Lettings. Furthermore, the way this company processes, stores and protects customer data and information will also be detailed within this policy.

## The Company

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This company and its owners take a proactive approach to customer privacy and ensure the necessary steps are taken to protect the privacy of its customers. This company complies with all UK national laws and requirements for customer privacy.

## Personal information

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When using services of Locale Home Sales & Lettings you may be required to provide personal information (name, address, email, account details, etc.). We will use this information to administer applications, client databases and marketing material. We will ensure that all personal information supplied is held securely in accordance with the Data Protection Act 1998. Further, by providing telephone and email details, you consent to Locale Home Sales & Lettings contacting you using that method. You have the right at any time to request a copy of the personal information we hold on you. Should you wish to receive a copy of this, or would like to be removed from our database, please contact us at [hello@localeni.co.uk](mailto:hello@localeni.co.uk)

# Information collection and use

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## How do we collect information?

Locale Home Sales & Lettings collects information in two possible ways:

*a. When you directly give it to us (“Directly Provided Data”)*

When you call to arrange viewings, valuations etc, sign up for our site mailing list, purchase our services or communicate with us, you may choose to voluntarily give us certain information – for example, verbally or completing registration forms. All this information requires a direct action by you at that time in order for us to receive it.

*b. When you give us permission to obtain from other accounts (“User Authorised Data”)*

Depending on your settings or the privacy policies for other online services, you may give us permission to obtain information from your account with those other services. For example, this can be via social media or by choosing to send us your location data when accessing our website from your smartphone.

## How long do we keep your data for?

Locale Home Sales & Lettings will not retain your personal information longer than necessary. We will hold onto the information you provide as needed to be able to provide the Services to you.

If legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our Terms and Conditions, we may also retain some of your information for a limited period of time as required, even after it is no longer needed to provide the Services to you.

## Registration forms

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Locale Home Sales & Lettings will not sell or rent your personally identifiable information, given verbally or gathered as a result of filling out the site registration form, to anyone.

## Choosing how we use your data

We understand that you trust us with your personal information and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognising that it is your choice to provide us with your personally identifiable information, we commit to giving you the ability to do all of the following:

- You can verify the details you have submitted to Locale Home Sales & Lettings by contacting our office on 028 92 616999 or by emailing [hello@localeni.co.uk](mailto:hello@localeni.co.uk). Our security procedures mean that we may request proof of identity before we reveal information, including your e-mail address and possibly your address.

- You can also contact us by the same method to change, correct, or delete your personal information controlled by Locale Home Sales & Lettings regarding your profile at any time. Please note though that, if you have shared any information with others through social media channels, that information may remain visible, even if your account is deleted.
- You are also free to close your details with us. If you do so, your details will be deactivated. However, we may retain archived copies of your information as required by law or for legitimate business purposes (including to help address fraud).
- You can always feel free to update us on your details at any point by calling 028 92 616999 or emailing [hello@localeni.co.uk](mailto:hello@localeni.co.uk)
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us 028 92 616999 or [hello@localeni.co.uk](mailto:hello@localeni.co.uk).

Please note, we are constantly reviewing how we process and protect data. Therefore, changes to our policy may occur at any time. We will endeavour to publicise any changes.