

## MIKE ROGERSON ESTATE AGENTS LTD PRIVACY POLICY

Mike Rogerson Estate Agents Ltd are committed to safeguarding the privacy of clients using our website. When you visit or use our website or use our services you may be asked to provide certain information about yourself, including your name and your contact details. We may also collect information about how you use our website including your searches, the properties and pages you have viewed.

### INFORMATION WE COLLECT

We only gather the personal information we need for genuine business purposes to provide you with the services you have requested or to comply with our regulatory obligations, as well as appropriate news and information where you have agreed to this. The personal information we typically collect includes:

Your name

Address

Email address

Contact telephone numbers

Geographical regions that you are interested in.

Additional information may be required depending on services undertaken

Date of Birth

Income

Payment details (bank account details)

### HOW WE USE INFORMATION WE COLLECT

#### For the Provision of our Services

We use the information we gather to provide you with services you have requested. Depending on which service you receive we may need to share your personal information with our subcontractors who are involved in the provision of our services such as contractors, payment providers and credit reference agencies. We need to process your personal information in this way to enter into and perform our obligations under the contract we have with you.

## For Marketing, Advertising and Other Communications

If you have registered with us via our website or over the telephone to receive marketing communications from us we will handle your personal information to provide you with marketing communications in line with any preferences you have told us about. When we send you marketing emails we rely on your consent to contact you for marketing purposes. You are not under any obligation to provide us with your personal data for marketing purposes. You can tell us that you do not want your personal information to be processed in this way at any time by contacting us at [unsubscribe@mikerogerson.co.uk](mailto:unsubscribe@mikerogerson.co.uk) by following the unsubscribe link in every marketing communication you receive from us.

In some circumstances we may also need to share your personal information if we are under a duty to disclose or share it to comply with a legal obligation.

Mike Rogerson Estate Agents Limited will only process your information only if we have a business reason to do so. Generally, this occurs when you make a request to us, such as to find a property suitable for your needs. Where we need to manage your information, we will do so in compliance with the obligations placed on us by law.

We do not sell or share your personal information to companies outside of Mike Rogerson Estate Agents Limited, and we only share your personal information within Mike Rogerson Estate Agents Limited as necessary.

We may, from time to time, contact you by post, e-mail, or telephone to ask you for your feedback and comments on our services. If you no longer wish to receive marketing or other correspondences, please let us know. The simplest way to do this is to send an email message to [unsubscribe@mikerogerson.co.uk](mailto:unsubscribe@mikerogerson.co.uk)

### TECHNICAL INFORMATION & ANALYTICS

Our website uses cookies. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Web servers can use cookies to identify and track users as they navigate different pages on a website and to identify users returning to a website. Cookies may be either “persistent” cookies or “session” cookies. A persistent cookie consists of a text file sent by a web server to a web browser, which will be stored by the browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date). A session cookie, on the other hand, will expire at the end of the user session when the browser is closed.

We use both session cookies and persistent cookies on our website

Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked, by us, to the information stored in and obtained from cookies.

We may use the information we obtain from your use of our cookies for the following purposes:

- to recognise your computer when you visit our website;
- to track you as you navigate our website, and to enable certain features, such as bookmarking content and logging in.
- to improve the website's usability;
- to analyse the use of our website;
- in the administration of this website;
- to prevent fraud and improve the security of the website;
- to personalise our website for you, including targeting advertisements which may be of interest to you.

When you use our website, you may also be sent third party cookies.

#### HOW WE STORE YOUR INFORMATION

The internet is not a secure medium, but we have put in place various security procedures to protect your data. We take the security and privacy of our customers' personal information extremely seriously and we have strict internal procedures which cover the storage, access, and disclosure of your information.

All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. You must not share your password with anyone.

#### YOU AND YOUR INFORMATION

You have certain rights in respect of the management on the personal data we hold about you. You can exercise any of these rights by contacting us. The easiest way to get in touch is likely to be by emailing us [accounts@mikerogerson.co.uk](mailto:accounts@mikerogerson.co.uk).

##### The right of access

You are entitled receive confirmation as to whether your personal information is being processed by us, as well as various other information relating to our use of your personal information.

You also have the right to assess your personal information which we are handling a £10 fee may be applicable.

You have the right to require us to erase your personal information which we are handling in the following circumstances;

- we no longer need to use your personal information for the reasons we told you we collected it for
- You object to our use of your personal information and we have no compelling reason to carry on handling your personal information
- Our handling of your personal information has broken the law
- We must erase your personal information to comply with a law we are subject to.
- For marketing purposes – if you ask us to stop handling your personal information on this basis, we will stop

#### How long we retain your Data for

Where you have contacted us for our services, we will hold your data if it is required to comply with our regulatory and statutory obligations to ensure that we are able to assist you in connection with any services we have provided to you.

Where we have your personal information to contact you for marketing communications we will contact you:

If you tell us that you no longer wish to receive marketing communications from us, we will update our records accordingly.