



PRIVACY POLICY

Introduction

Local Agent Group Limited (Local Agent) want to give you the best Local Agent experience possible. This Privacy Policy aims to give you a clear view of how we use personal information that you provide, our dedication to protecting it, your rights and the options you have to control your personal information and protect your privacy. It also outlines what personal information we collect about you when you visit our website, when you use our mobile apps, speak to our Contact Centre, or Local Property and Local Lettings Experts, how we use your personal information and the third parties we will share it with.

What information do we collect about you?

When you use our products and services we will ask for personal information (at the moment of collection we will explain what information is required in order for us to provide the particular product or service, and what information you may choose to provide), such as:

- your postal address and payment details;
- your name;
- your email addresses;
- your telephone numbers;
- your IP address;
- your date of birth.

How we protect your personal information

We are committed to protecting your personal information and implement appropriate technical and organisational security measures to protect it against any unauthorised or unlawful processing and against any accidental loss, destruction or damage.

How will we use the information about you?

1. **Processing your transaction:** we use relevant personal information described above to process and deliver your transaction and to notify you of the status of your transaction. This includes passing your information to third parties, for example, LexisNexis (see below).
2. **Preventing money laundering:** we will also use your personal information at the appropriate time to conduct an identification check as we have a legal obligation to do so in accordance with the anti-money laundering regulations (see our Terms of Use for more detail). We will share your personal information with our electronic identification check provider LexisNexis.
3. **Ability to proceed with an offer on a property:** as a potential buyer when you book a viewing we shall contact you to clarify your financial position i.e. do you have a mortgage agreed in principle or are you a cash buyer. Also,

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whether you have a property to sell to enable you to purchase another property. We will process your personal information for the purposes of our legitimate interests in determining your ability to proceed with a purchase so that the seller has an informed choice should there be an offer. This also has the potential to speed up any subsequent transaction.

4. To engage with you in relation to our products and services: we will use your personal information to provide you with the products and services you have requested from us. We will process your personal information in this way if it is necessary for the performance of the contract with us.

How will we contact you?

We would like to send you information about products and services of ours, which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date.

You have a right at any time to stop us from contacting you for marketing purposes or giving your information to other members of the Local Agent Group Limited.

If you no longer wish to be contacted for marketing purposes, please contact us on help@localagent.properties

Local Agent will not share your information for marketing purposes with other companies unless you have consented to us doing so.

Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact us at the following help@localagent.properties

We want to make sure that your personal information is accurate and up to date. You may visit your Privacy Dashboard to correct or remove information you think is inaccurate. We will keep your personal information for one year from your last interaction with us unless we have a legal obligation to retain that information for a longer or shorter period.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit www.aboutcookies.org or www.allaboutcookies.org.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However in a few cases some of our website features may not function as a result.

Other websites

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

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Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 02/04/2019.

How to contact us

Please contact us if you have any questions about our privacy policy or information we hold about you:

By email

- help@localagent.properties

or write to us at:

Data Protection Officer

Basepoint Business Centre, Victoria Road, Dartford, Kent, DA1 5AJ

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. We comply with The Property Ombudsman Codes of Practice. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to make a complaint to your local data protection authority the Information Commissioners Office using their website.

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