



A NETWORK OF MARKET  
LEADING LETTINGS &  
SALES AGENTS



Troy Mills, Troy Road, Horsforth, Leeds, England, LS18 5GN

# Privacy policy

Your privacy is important to us which is why we will always respect your data and never sell it on to third parties.

This privacy policy explains how we use any personal information we collect about you when you use this website and through your transactions with us. By continuing to use this site you agree to us providing to you the information you have requested and confirm that you have read and agree to the use of your information as set out in our privacy policy.

Lomond Group is a network of leading Lettings and Estate Agents across the UK, with regional branches across Aberdeenshire, Glasgow, Edinburgh, Yorkshire, Manchester and the North West, Birmingham and the West Midlands and Brighton & Hove. Registered office address Orchard Brae House, 30 Queensferry Road, Edinburgh, Midlothian, EH4 2HS. registered in Scotland under registration number SC373580.

The Lomond Group is committed to ensuring that your privacy is protected. This privacy policy explains how we use the information we collect about you, how you can instruct us if you prefer to limit the use of that information and procedures that we have in place to safeguard your privacy.

The Lomond Group complies with all of the principles relating to the processing of personal data within the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 18).

## Summary of how we use your data

The Lomond Group brand that you are dealing with is an independently owned business which places obligations on them relating to the means and purposes of the processing of your data. Accordingly, Lomond Property Lettings Limited is a joint data controller with the brand and will have access to the data you provide.

The Lomond Group and all subsidiary brands, use your personal data to deliver services to you, to send you information about properties and property related services you may request of us or that we think will be of interest to you, also to conduct searches about your identity, your current and past residency addresses, and your right to live in the UK and credit history to meet applicable laws and to provide a recommendation to landlord clients, on your suitability as a tenant.

Information about you is shared with partners as described in this policy who have undertaken to hold your personal data in compliance with applicable laws.

Where any Lomond Group brand relies on your consent for direct marketing purposes, you can withdraw this consent at any time.

### **What information do we collect about you and why?**

We collect information about you when you register with us or use our services. We also collect information when you voluntarily complete customer surveys and provide feedback. Website usage information is collected using cookies. Some branches within the network may record telephone conversations for Training purposes.

When you contact us, book a valuation, request property details or register an interest in the services we provide, we need to know your name, postal address, email address and contact telephone number.

We gather this information to allow us to process your registration and any valuation or viewing bookings you make for a property. The relevant information is then used by us, our agents, data processors and sub-contractors to provide any services requested by you and to communicate with you on any matter relating to the provision of the service in general. Data processors help us to improve the services we provide to our customers through solutions which empower us to deliver exceptional experiences.

We may also use aggregate information and statistics for the purpose of monitoring website usage in order to help us develop the website and our services and may provide such aggregate information to third parties. These statistics will not include information that can be used to identify any individual.

From time to time we may provide your information to our customer service department for research and analysis purposes so that we can monitor and improve the services we provide. We or our agents and sub-contractors may contact you by post, email or telephone to ask you for your feedback and comments on our services.

### **Legitimate Business Interests**

Under data protection laws we have a number of lawful basis where we can use (or 'process') your personal information. One of the lawful basis is called 'legitimate business interests'.

Legitimate interests are a flexible basis upon which the law permits the processing of an individual's personal data. To determine whether we have a legitimate interest in processing your data, we balance the needs and benefits to us against the risks and benefits for you of us processing your data. This balancing is performed as objectively as possible by our Privacy Team. You are able to object to our processing and we shall consider the extent to which this affects whether we have a legitimate interest.

When you provide your personal details to us we use your information for our legitimate business interests to carry out our service provision to enable property related transactions across the UK. Before doing this we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use this approach are for enhancing, modifying or improving the services we provide to our customers through solutions which empower us to deliver exceptional experiences, provide targeted marketing, maintain the security of our system, provide data analytics, identify usage trends and determine the effectiveness of our campaigns.

## **Call Recording**

When a call is recorded:

- A digital recording of the telephone conversation is collected during the call
- Personal data revealed during a telephone call will be digitally recorded for example name and contact details to deliver appropriate services.
- Occasionally 'special category' personal information may be recorded where a customer voluntarily discloses health, religious, ethnicity or criminal information to support their request for advice and/or services.
- Telephone call recording will be turned off, when a customer's credit or debit card details are given, in line with Payment Card Industry Data Security Standards (PCI DSS) and data protection legislation including General Data Protection Regulations ('GDPR').

Call recordings will be used for the following service provision:

- to assist in the quality monitoring of staff performance
- to investigate and resolve complaints
- for the detection, investigation and prevention of crime (including fraud)
- to take actions to protect staff from abusive callers
- to monitor and adhere to quality standards

All call recordings are held securely by the individual branch Data Controller.

## **WhatsApp Messaging**

Some of our branches use the WhatsApp service to provide information to their customers this is for the purpose of providing commercial information, confirmation of appointments and a way of communicating or sending data.

WhatsApp processes the personal information, that the branch collects with consent as a number of data sets from all users on the application. These include:

- Phone number
- Device ID
- Location

- Transaction data
- Product interaction
- User identifiers

## **How will we use information about you?**

To comply with our legal and regulatory obligations.

To perform a contract with you or to take steps at your request before entering into a contract.

To fulfil our legitimate business interest, we use your personal data in order to deploy and develop our products or services, to improve our risk management and to defend our legal rights.

We collect personal information about you to provide you with the service you have requested and, if you agree, to email you about other products and services we think may be of interest to you.

We use your information collected from the website to personalise your repeat visits to our website.

We would like to send you information about products and services of ours and other businesses carefully selected (a list of preferred suppliers can be located on each branch page of the website) by us to contact you in writing, by telephone, SMS or by email to offer you content, advertisements, products and services that we believe may be of interest to you.

We may also wish to provide you with information about special features of our website or any other service or products we think may be of interest to you.

The Lomond Group brands will not share your information for marketing purposes with companies outside the Lomond network, without your permission.

By submitting your information, you consent to the use of that information as set out in this policy. If we change our privacy policy we will post the changes on this page and may place notices on other pages of the website, so that you may be aware of the information we collect and how we use it at all times. We will also email you should we make any changes so that you may consent to our use of your information in that way.

If you have consented to receive marketing, you may opt out at any time. 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 Lomond Group and carefully selected businesses.

If you no longer wish to be contacted for marketing purposes, please contact our marketing team at [marketingteam@lomond.group](mailto:marketingteam@lomond.group)

## **How we protect your information**

All personal data is stored securely in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 18)

The internet is not a secure medium. We use the most up-to-date technologies to protect the information you give us. We also keep your information confidential. The internal procedures of The Lomond Group cover the storage, access and disclosure of your information.

Owing to the global nature of the internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this policy. However, we have taken the steps outlined above to try to improve the security of your information.

## **How long we retain your information**

Personal data will only be retained for as long as necessary for the purpose of processing. However, the retention periods can differ based on the purpose the data was provided, the requirements of the business, and the lawful basis for processing.

Within our business activities there are some legal and legitimate interest requirements which apply to the retention of personal data; the maximum retention period is 7 years from the date the transaction concluded.

## **Your rights as a user of this website**

As a user you have the following rights:

- A right to be informed about our collection and use of personal information;
- A right of access to the personal information we hold about you;
- A right to rectification if any personal information we hold about you is inaccurate or incomplete;
- A right to ask us to delete any personal information held about you unless we are obliged to retain the information for other legal reasons;
- A right to restrict or prevent the processing of your personal information;
- A right to data portability (obtaining a copy of your data to re-use with another service or organisation);
- A right to object to the use of your data for particular purposes.

## **If the business is sold**

If this business is sold or integrated with another business your details may be disclosed to our advisors and any prospective purchasers and their advisors and will be passed on to the new owners of the business.

## **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](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://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.

### **Changes to our privacy policy**

We keep our privacy policy under regular review, and we will place any updates on this web page.

### **How to contact us**

Please contact us if you have any questions about our privacy policy or information we hold about you by getting in touch with your local office.

### **Complaints**

All complaints will be handled under our complaints policy which can be found requested by contacting your local branch

If you remain dissatisfied then you have the right to lodge a complaint with a supervisory authority, for UK data protection issues this is: The Information Commissioners Office (ICO)Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 SAF  
W: <https://ico.org.uk/concerns/>