

Privacy Policy

This privacy notice sets out how we will process personal data we collect from or about you, or which you provide to us. Please read this notice carefully to understand why data is being collected and what we do with that data.

Our website and services may contain links to independent websites which are not provided by us. Such independent sites are not under our control, and we are not responsible for and have not checked and approved their content or their privacy policies.

We may change the privacy notice from time to time by amending this page.

For the purposes of the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR), the data controller is KMG Estates (Immingham) Limited, a company registered in England under company number 14308294 whose registered address is 21 Kennedy Way, Immingham, DN402AB. For any data protection queries, you can contact our Data Protection Officer at matthew@croftsestateagents.co.uk or via the contact details provided below

What type of information will we collect from you?

The personal information we collect from you will typically include the following:

- Full name and contact details (including your contact number, email and postal address)
- Information relating to your identity where we are required by law to collect this to comply with the Money Laundering Regulations 2017 and the Immigration Act
- Information on your close connections where we are required to conduct conflicts of interests under regulatory obligations
- Your banking details where required such as where you are letting a property or, where renting, to set up an approved tenancy deposit account for you and arrange for rental payments
- Information on any access requirements you have necessary to enable us to find suitable properties for you, which may consist of special category personal data comprising details of any disability or other health information about you
- Details about your areas of interest where we wish to send you marketing information about similar products and services
- We use cookies and similar tracking technologies to collect usage information about your visits to our website. Essential cookies are necessary for the website's operation, while non-essential cookies require your consent. For more information, please read our Cookie Policy '[Cookie Policy](#)' where you can manage your cookie preferences at any time."
- Other technical information, including what devices you use to connect to our App, device location data where this function is not disabled by you on your device, [the Internet protocol (IP) address used to connect your computer to the Internet,] [your login information,] [browser type and version,] [time zone setting,] [browser plug-in types and versions,] [operating system and platform]

- Your communications with us, including a record of the email or telephone correspondence created when you contact us as part of a product or service query

Where we need to collect personal data by law (for example to meet our obligations to prevent fraud and money laundering) or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

On what basis can we process your information?

We process your personal data under the following lawful bases as outlined in the UK GDPR:

Contract: Processing is necessary for the performance of a contract with you or to take steps at your request before entering into a contract.

Consent: You have provided clear consent for us to process your data for specific purposes, such as receiving marketing communications.

Legal Obligation: Processing is necessary for compliance with a legal obligation to which we are subject.

Legitimate Interests: Processing is necessary for our legitimate interests, except where these interests are overridden by your interests or fundamental rights and freedoms.

Vital Interests: In rare cases, processing is necessary to protect your vital interests or those of another person.

Public Task: Processing is necessary for the performance of a task carried out in the public interest."

What are we going to do with your information?

We will hold and use personal information about you in the following ways:

- To fulfil our obligations to you when providing you with our property services
- To share your information with others where necessary to fulfil our property services for you or where acting as agent for a third party on your behalf
- To comply with our statutory and regulatory obligations, including [verifying your identity, prevention of fraud and money laundering and to assess your credit worthiness
- Communicate with you during the course of providing our services, for example with your enquiries and requests

- Statistical purposes so we can analyse figures to help us manage our business and plan strategically for the future
- To provide you, or to enable third parties to provide you, with information about goods or services we feel may interest you, where you have provided permission for us to do so or, if you are an existing customer only, where we choose to contact you by electronic means (including e-mail or SMS) with information about our own goods and services similar to those which you have already obtained from us or negotiated to obtain from us . For those marketing messages you can unsubscribe at any time
- Track your use of our service including your use of our App in order to improve these
- To notify you about changes to our service
- To ensure that content from our site is presented in the most effective manner for you and for your computer

How long we keep your data for

We will retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Specific retention periods depend on the nature of the service provided. For example:

Property transactions: Personal data will be retained for up to 7 years after the transaction is completed to comply with regulatory obligations.

Marketing: Data processed for marketing purposes will be retained until you withdraw your consent or object to processing.

We regularly review our retention periods and securely delete or anonymize personal data that is no longer required."

Who your information will be shared with

We will pass your details to the following organisations (our “data processors”) who carry out certain activities on our behalf as part of us providing our services: Expert Agent property software, The Guild of Professional Estate Agents, BriefYourMarket, Crofts ABC Inventory Clerks, Global Payment Services, Credit Safe, Forum Computers, Property Logic, DPS, Solicitors as needed, Property Maintenance providers and tradespeople as needed, Property Assessors and Surveyors as needed, Cloud Computing host providers, Technical support service providers, EPC Providers, North East Lincolnshire Council, Utility Providers, Landlords and Referencing Agents.

We will also pass your details where necessary to your property solicitors and those of the other party to your transaction. We will also disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If our company or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation, or to protect the rights, property, or safety of our company, our

customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We will not share your information with third parties for marketing purposes without first obtaining your prior consent.

Security of your data

Your data is held on secure servers within the European Economic Area (EEA), with robust technological and operational measures in place to safeguard it from unauthorized access, alteration, or destruction. These measures include encryption, access controls, regular security audits, and staff training. We regularly review and update our security practices to ensure your data remains protected.

Your rights

You have the following rights regarding your personal data:

Right to Access: Request a copy of the personal data we hold about you.

Right to Rectification: Request correction of any inaccurate or incomplete data we hold about you.

Right to Erasure ('Right to be Forgotten'): Request deletion of your data where it is no longer necessary for us to retain it.

Right to Restrict Processing: Request that we limit the processing of your data in certain circumstances.

Right to Object: Object to processing based on legitimate interests or for direct marketing purposes.

Right to Data Portability: Request the transfer of your data to another organization, where feasible.

Right to Withdraw Consent: Withdraw any consent you have given us to process your personal data.

Right to Complain: If you believe we are processing your data unlawfully, you can lodge a complaint with the Information Commissioner's Office (ICO)."

You have a right to request a copy of the personal information we hold about you, known as a data subject access request. You also have the right to request that information we hold about you which may be incorrect, or which has been changed since you first told us, is updated or removed. These requests are free of charge and can be sent to Matthew Nicholls at 21 Kennedy Way, Immingham, DN402AB matthew@croftsestateagents.co.uk

How you can request erasure of your data

You can ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where you have withdrawn consent for us to process it (as explained below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

How you can withdraw your consent

You have the right at any time to withdraw any consent you have given us to process your personal data. Please note if you withdraw your consent it will not affect the lawfulness of any processing of

your personal data we have carried out before you withdrew your consent. Should you wish to do so you can change your consent preferences at any time by contacting us at 21 Kennedy Way, Immingham, DN402AB matthew@croftsestateagents.co.uk

How you can restrict or object to us using your data

You can ask us to suspend the way in which we are using your information in certain scenarios, or object to our processing your data where we are relying on a legitimate interest ground (or those of a third party) and you feel it impacts on your fundamental rights and freedoms, or where we are processing your personal data for direct marketing purposes. In some cases where you object, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Please note that if you want us to restrict or stop processing your data this may impact on our ability to provide our services. Depending on the extent of your request we may be unable to continue providing you with our service.

Any queries or concerns about the way in which your data is being used can be sent to 21 Kennedy Way, Immingham, DN402AB matthew@croftsestateagents.co.uk

Moving your information to another organisation

In the event that we process your data by automated means where you have either provided us with consent for us to use your information or where we used the information to perform a contract with you, you have the right to request that we send to you or to another organisation, a copy of the personal data we hold about you, for example when you are dealing with a different service provider. If you would like us to move, copy, or transfer your information please let us know by email to matthew@croftsestateagents.co.uk. We will respond to you within one month after assessing whether this is possible, taking into account the technical compatibility with the other organisation in question.

Complaints about the use of your personal data

If you wish to raise a complaint about how we have handled your personal data, please contact us at the details provided. We will investigate and respond to your complaint. If you are not satisfied with our response, you have the right to escalate your complaint to the UK Information Commissioner's Office (ICO). You can contact the ICO via their website at www.ico.org.uk, by telephone at 0303 123 1113, or by post at Wycliff House, Water Lane, Wilmslow, Cheshire, SK9 5AF."