

## **Data Protection Notice**

This notice explains how we will process your personal information.

## **Data Protection Laws**

SLM with the principals of the Data Protection Act 1998 and The Privacy and Electronic Communications (EC Directive) 2003 and well as the new and updated legislation GDPR (General Data Protection Regulation) of 2018.

This policy does not apply to the practices of companies that SLM does not own or control, or to people that SLM does not employ or manage.

## **Why we collect your data?**

SLM uses information for the following general purposes: to record your interest in a property, a general search that you have requested, improve our services, conduct research, and provide anonymous reporting for internal purposes.

## **Who is the Data Controller?**

The Data Controller is SLM Limited whose registered office is

6 Greyhound Lane, Streatham, London SW16 5SD

## **How we use personal data**

The data controller will use your information for specific property marketing, customer services and for profiling your property preferences. If you have requested to be sent further relevant property information or to be updated with details about future property lettings or sales (opted in) we will disclose your information to the relevant person within our company who will source the relevant information for you, in line with your request.

## **Cookies**

When you visit our website, we may send you a cookie. A cookie is a small file that can be placed on your computer's hard disk for record keeping purposes and we may use them to do a number of things:

Cookies help us to recognise you when you next visit our website. **WE DO NOT** use cookies for third party advertising purposes or anything else other than our own searches on your behalf.

Cookies may be used to compile anonymous statistics. Information collected is aggregated for reporting purposes. No personally identifiable information is collected by this service. The use of this service assists us in measuring and improving the structure and ease of use of our web site.

You are not obliged to accept cookies and may modify your browser so that it will not accept cookies.

## **Third Parties**

We will not share your information with any third-party organisations unless you make a positive action - to opt in – to receive such information in future.

For complete clarity –

- Users who submit details are automatically opted out **unless** they check the opt in box
- All users who submit their details agree to receive SLM property updates emails.

N.B. The SLM property update emails contain properties that we take to market for both letting and sale purposes.

If you have made a positive action to opt in, you may also exercise your right to opt out of the use of your information for marketing purposes at any time by contacting us.

Your personal information will be disclosed where we are obliged or permitted by law to do so.

We will transfer information about you if SLM is acquired by or merged with another company. SLM will notify you before information about you is transferred and becomes subject to a different privacy policy.

### **Consent**

By returning or submitting a form with your personal information to us, you consent to our transferring your information to countries, which do not provide the same level of data protection as the UK if necessary for the above purposes. If we do make such a transfer, we will put a contract in place to ensure your information is protected.

### **Updating or deleting your personal information**

When you request to be removed from further marketing offers, you will be added to a suppression list to ensure your request is complied with. All personal data is processed in line with the requirements of the Data Protection Act 1998, the updates GDPR of 2018 and The Privacy and Electronic Communications Directive 2003.

### **Information Requests**

You have a right to ask for a copy of your information (for which we charge a small fee) and to ask us to correct any inaccuracies in your personal information (which is free).

When you give us information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data, including sensitive personal data.

## **Sales Lettings Management (SLM) limited**

### **GDPR 2018**

The EU General Data Protection Regulation (GDPR) is the most significant piece of European privacy legislation in the last twenty years. It replaces the 1995 EU Data Protection Directive (European Directive 95/46/EC), strengthening the rights that EU individuals have over their data, and creating a uniform data protection law across Europe.

**SLM** will comply with all applicable GDPR regulations as a data processor prior to the new regulation taking effect on the 25th May 2018. We are committed to ensuring that we adhere to and follow all policies and processes as defined in the new regulation without exception. We already follow a very strict process with data from our clients. Our current

processes have been reviewed and where necessary amendments and enhancements have taken place.

**Data processing: Our ability to fulfill our commitments as a data processor**

We do not own your data with the exception of the enquiry that you send to us via our website. This data is stored within a protected environment and is backed up on a secured cloud application which is licensed and managed by our data controller. The data controller, is a part of our compliance with GDPR. We have worked extensively to ensure we have made appropriate provisions for personal data we store, to balance the risks and responsibilities within our business and in turn protect yours.

**Breach of data: We protect our data successfully**

In the highly unlikely event of a data breach we will inform you as soon as it is reasonably practical. If the breach is to be reported to a specific authority this will be done automatically, we will maintain records of any and all breach incidents and finally, always investigate how the breach occurred and implement changes to ensure it doesn't occur (in that format) again. This is one aspect that we have not had to make a lot of change as we have always been security conscious and retained a backup and security audit on all of our data.