



# **THE PARK LANE GROUP FAIR PROCESSING NOTICE**

# **Fair Processing Notice**



## **FIND OUT HOW WE USE YOUR INFORMATION**

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

All data that we collect and hold about you as an individual (your “Personal Data”), which might include your name, address, email address, telephone number and other personal information relevant to your application, is held and processed by us in accordance with the law and in accordance with our Privacy Statement. This means that The Park Lane Group will only ever use your Personal Data for the purposes for which it is collected and only keep it for as long as necessary to fulfil those purposes (unless legally obliged to keep it for longer).

We will only use your Personal Data in order to help you find the desired property (unless you tell us otherwise). We will also ask for your consent to send you marketing information and inform you about our other services.

### **Who do we share your data with?**

The Park Lane Group respects your privacy and therefore will never sell your personal data to anyone for any reason. In fact, there are only three circumstances in which we will share your Personal Data with third parties, these are:

1. When we are required by law or court order to share your Personal Data, this might include background checks (such as credit reference checks through agencies) or fulfilling other regulatory purposes;
2. When you tell us to share your Personal Data or otherwise give us your express consent to share it, for example, where you ask us to share your details with your solicitor, bank or mortgage advisor; or
3. When the nature of the services we are providing to you requires that we share your personal data, for example, if you want to view a property, we will likely have to share your name and details with the buyer/landlord or building managers.

If ever you want us to, we will promptly provide you with details of exactly who your Personal Data has been shared with and why.

### **How do we store your data?**

We take appropriate technical and organisational measures to keep your Personal Data safe. We have security systems in place to ensure that your data is not lost, stolen, accessed by unauthorised third parties, or tampered with in any way. Internally, your personal data will only be accessible by those members of our staff that have a need to see your data (which will depend on the nature of the services we are providing to you).

### **How long is your data stored?**

We will keep limited data for the entire duration of our business relationship plus an additional period if required (in accordance with the general limitation period under UK law for the purpose of establishing or defending against legal claims). If personal data is to be retained for compliance with a legal obligation, such data shall be retained until the end of the relevant period.

### **Are we allowed to do this?**

Yes. For most processes we have what is called “legitimate interests” and are acting in the “performance of a contract” (or in order to take steps at your request prior to entering into a contract). Legitimate interest may also include: group-wide processes for internal administration of our business partners data, the establishment of or defence against legal claims, the prevention and investigation of criminal offences, maintenance of security for our information technology systems or management and further development of our business operations including risk management).

For almost all others we will rely on your “consent”, for example in all cases where we provide you with marketing communications. Sometimes, we have to process your Personal Data because of a “legal obligation”; that may include the mandatory disclosure of personal data to (tax) authorities or as required for audit purposes, obligatory keeping of records, preparing and keeping financial accounting documents and, in certain cases, the obligation to know your customer - under the regulations for preventing and combating money laundering and terrorist funding activities.

Further information regarding these terms can be found on the ICO (Information Commissioner’s Office) website <https://ico.org.uk>.

### **Would you like to know more?**

For further information concerning what Personal Data we hold about you, how you can access it and our use of Personal Data generally, please see our **Privacy Statement** online at <https://www.parklanegroup.net/about-the-park-lane-property-group/privacy-statement> or email our **Data Protection Officer** via [mail@parklanegroup.net](mailto:mail@parklanegroup.net).