

This Privacy policy provides information on how Anthony James Residential “hereafter referred to AJR” collects, use, secure, transfer and share your information. AJR is a service provider for selling, renting and managing residential property.

1. Purposes of collection and control of information:

Generally, we will collect, use and hold your information for the purposes of:

Provide, administer and communicate with you about AJR products, services, offers, programs and promotions.

Managing communications, assess effectiveness and optimisation of advertising.

Assessing applications for and providing services conducting business and developing relationships.

Processing payments/transactions including: Accounting, authorisation, clearing, chargebacks, auditing, billing, reconciliation, collection, complaints, enquiries, credit checks and related dispute resolution activities.

Protect against and prevent fraud, unauthorised transactions, money laundering, tax evasion, manage risk exposure, integrity, compliance and security of business processes.

Create and manage any accounts (id's and passwords) you may have with AJR.

Compile business directories, including business contact information.

Operate, monitor, evaluate and improve our products, services, websites and other digital assets of AJR.

Developing new products and services.

Functionality of our websites, mobile applications and other digital assets.

Evaluate your interest in employment and contact you regarding possible employment opportunities.

Enforce AJR's “Terms of business” and other legal rights as may be required by applicable laws and regulations or requested by any judicial process or governmental agency having or claiming jurisdiction.

Comply with industry standards and AJR policies.

1.2 Type of Information we collect:

First Name	Middle Name	Surname
How many Dependents	Age and sex of Dependants	Current Residential Address
Telephone Numbers	E-Mail Address	Marital Status
Previous Name/s	Date of Birth	Salary Details
Personal/Secure Loan Details	Personal Expenditure	Primary ID
Address ID	Bank Statements	Residential Status
Previous Addresses	Current Landlord Details	Proof of Deposit
Previous Employers Details	Employers Address	Accountant Details
Employers Telephone Number	New Property Details	Solicitor Details
Nationality	Payslips	Estate Agent Details
NI Number	Criminal Offences/Convictions	

1.3. Lawful basis of processing:

AJR processes your information under the following:

Legal requirement: Where AJR has a legal obligation to process your information.

Performance of a contract: where you enter into a contract with AJR and we need to process your information to fulfil its obligations.

Legitimate interests: some information is processed by AJR as part of its legitimate interests which include but is not limited to the following:

The direct marketing of core products in sales and lettings provided by AJR, monitoring web analytics, cloud storage, acquisitions, updating customer details, lettings, help prevent fraud, risk assessment, provide due diligence, network and information security, suppressions and managing opting out of communications, profiling.

Public interest: some information is processed in accordance with public interest such as relocations.

Consent: where we process information under consent we will seek your clear and unambiguous consent prior to processing your data.

2. Information we share:

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Notice or as indicated via the consent process at the time the data is collected.

We share the information we collect with, but not limited to:

Landlords and landlord associates and sub processors.

Vetted partners and affiliates/references and vetting companies/Insurance Companies for business/rental insurance provider/deposit protection providers/property inventory companies/property sales progression partners.

Formally contracted service providers to perform services on our behalf which include but is not limited to:

Property Maintenance, Board Erection, Property Valuation, Hosting Datacentres, Electronic Infrastructure, Applications (Development/Support), Cloud Services (Software as a Service – SaaS, Platform as a Service – PaaS , Infrastructure as a Service – IaaS).

Helpdesk, Call Centres affiliates etc. We contractually require these service providers to safeguard the privacy and security of personal information they process on our behalf. We authorise them to use or disclose the information only as necessary to perform services on our behalf or comply with legal requirements.

Local Authority Councils.

Other Law firms.

Credit agencies, Land Registry Office, Her Majesty's Revenue and Customs (HMRC), Financial Conduct Authority (FCA) and other relevant regulatory bodies.

We may share information about you, if required legally, to prevent harm or financial/reputation loss, for investigation of suspected or actual fraudulent or illegal activities.

Perspective employers requesting references via your written consent.

On websites, features can be accessed where we partner with other entities that are not affiliated with AJR. These may include social networking, geo-location tools etc. which are operated by third parties (indicated appropriately) who may use or share personal information in accordance with their own privacy policies. It is recommended that you review the third parties' privacy policies if you use the relevant features.

AJR reserve the right to transfer your information in the event of a sale or transfer (wholly or partially) of our business or assets, with reasonable efforts for the acquirer to protect/use your information. You can exercise your rights to contact the acquiring entity with questions concerning the protection and processing of your information.

2.1 How long do we keep information for:

We will keep information for a reasonable amount of time in order to perform the purposes listed above. We only keep your information for as long as necessary. We generally keep personal information for 7 years after last contact with you. However AJR reserves the right to keep information for longer if we feel that this is in the legitimate interests of AJR.

2.2 Your Rights and Choices:

Your rights regarding the sensitive/personal information we maintain about you enable you to exercise choices about what personal information we collect from you, how we use that information, and how we communicate with you.

2.3 Access and Correction you may have the right to:

Obtain confirmation that we hold personal information about you.

Request access to and receive information about the personal information we maintain about you.

Receive copies of the personal information we maintain about you.

The right to access personal information may be limited in some circumstances by local law requirements.

To exercise these rights, please email hello@ajrproperty.com requesting a subject access request.

2.4 Update and correct inaccuracies in your personal information:

If you feel that the information we hold about you is incorrect or inaccurate you can contact us outlining the information you feel is incorrect or inaccurate.

If we refuse to correct your personal information, we will provide you with a written notice that sets out the reasons for our refusal (unless it would be unreasonable to provide those reasons) and provide you with a statement regarding the mechanisms available to you to make a complaint. We will provide you with access to information we hold about you:

2.5 Object to the processing of your personal information:

If you would like to object to any processing of your information by AJR you can contact us outlining what processing of information you would like to object to.

2.6 Have the information blocked, anonymised or deleted:

If you would like AJR to delete, block or anonymise information we hold about you, you can contact us outlining what information you would like to be deleted, blocked or anonymised.

To update your preferences, ask us to remove your information from our mailing lists or submit a request to access.

2.7 Opting out of processing:

You can opt out of collection of personal information by automated means e.g. when visiting our website or visit third-party websites and interact with our adverts, by using the Cookie Consent tool displayed in the website (the browser you use may provide options on how to opt out of receiving certain types of cookies). However without cookies you may not be able to use all of the website features and/or online services.

You can at any time tell us not to send you marketing communications by e-mailing hello@ajrproperty.com, unsubscribing via the “unsubscribe link” within the marketing e-mails you receive from us, or contacting us 2 Bellegrove Road, Welling, Kent. DA16 3PR.

2.8 Withdrawal of consent:

If we obtain your information by consent you have the right to withdraw any consent you previously provided to us.

If we process your information under legitimate interest you can object at any time on legitimate grounds, to the processing of your personal information.

AJR will apply your preferences going forward. Doing so will mean that you cannot take advantage of certain AJR services and promotions.

The right to consent removal may be limited in some circumstances by local law requirements and you will be informed appropriately.

3 How to Contact Us/Complaints and Feedback:

If we fall short of your expectations in processing your personal information or you wish to make a complaint about our privacy practices, please contact us via the details in the "How To Contact Us" section below.

To assist us in responding to your request, please give full details of the issue. We attempt to review and respond to all complaints within a reasonable time.

If we cannot for lawful reasons complete your request we will explain this to you to the extent that we lawfully can.

If you would like access and/or update information or preferences you provided to us.

You may e-mail us at:

hello@ajrproperty.com

or write to us at: Attn: Eamonn Delaney, 2 Bellegrave Road, Welling, Kent. DA16 3PR.

3.1 How We Protect Personal Information:

The security of your personal information is very important, and AJR is committed to protecting the information we collect.

We maintain administrative, physical safeguards designed to protect the personal information you provide or we collect against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

We also use, technical safeguards including BIT defender firewall to protect the personal information you provide or we collect against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.