

## **Privacy Statement**

Updated on 25th May 2018

### **Introduction:**

APML Estate is committed to keeping the information you provide to us in a secure manner. This Privacy Statement is intended to inform you on how we gather, store and utilise your information. This Privacy Statement has been developed in accordance with the requirements established by the EU General Data Protection Regulation 2016/679 ("GDPR") and is effective from 25th May 2018. This policy may change from time to time and we will advise you of any material changes.

By using the APML Estate website or otherwise providing your personal information to APML Estate, you agree to the collection, use and sharing of your information in accordance with this statement. Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

### **Ways in which we collect your data**

We may collect information about you from a variety of sources. This includes information we collect directly from you and information we collect about you from other sources. There are a number of ways that APML Estate collects data:

1. When you contact us directly
2. When you enter into a contract on property that we manage
3. When you use our website
4. When you visit any of our properties and your image is recorded by our CCTV system

The following are examples of information we may collect directly from you:

- Name
- Email address
- Postal address
- Telephone and/or fax number
- Date of birth
- Demographic information
- Payment information and bank account details
- Future communication preferences

We may obtain information about you from other sources, including publicly available sources, such as the Land Registry, social media platforms or referral agents, etc. Examples of information we may collect from other sources are:

- References and other information pertinent to establishing suitability to rent property.
- Publicly observed activities or information made available by you to the public, such as blogs, videos, internet postings, and user generated content.

### **How we use your data**

We use the information we collect to conduct our business operations.

The following are examples of how we may use the information we collect:

- Answer your questions or respond to your requests
- Create and manage your account
- Process payments
- Protect against or identify possible fraudulent transactions
- Ensure the security of properties under our management
- Send you email and/or postal messages with information about APML Estate, our services

- and other content we think may be of interest to you
- Telephone you about APML Estate, our services and other matters we think may be of interest to you.

### **Our commitment to your privacy**

The information you have provided to us will solely be used for the purposes outlined above, will be stored securely, and will never be shared with third parties unless this is required in order to perform a service you have requested or as required by law. At no time will your information be shared with any third party for their own marketing purposes.

### **Your rights**

To the extent provided by law, you may at any time request details of your personal information we have on file by contacting us by telephone on 020 7341 7010. You have the right to request rectification of your personal data, to obtain restriction of the processing of personal data and to object to the processing of personal data.

You also have the right to request that your data be deleted from our systems using the same contact details listed above.

Before acting on such a request we will take reasonable steps to verify your identity to prevent anyone from requesting action that you have not authorised.

### **Links to third-party sites**

Our website may contain links enabling you to visit other websites. If you visit another organisation's website via such links, you should be aware that we do not control that website. Accordingly, APML Estate cannot be responsible for the protection and privacy of any information which you may provide while visiting such websites.

### **Third-party service providers**

We engage third-party service providers to perform a variety of business operations on our behalf. In so doing, we may share your personal information with them. We provide our service providers with only the personal information they need in order to perform the services we request, and we contractually require that they protect this information appropriately and not use it for any other purpose.

For example, we may rely on a 3rd party service provider to:

- Fulfil your service requests and answer your questions
- Register deposits under the tenancy deposit scheme
- Perform property management services on our behalf

We may also process your personal information to protect, defend or exercise the rights and property of APML Estate (including enforcing your any contractual obligations you have entered in to) or when required by law and/or government authorities.

### **Personal Information Retention Period**

We will retain Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.

### **Complaints**

If you consider that we have processed personal data in violation of applicable law, please contact us on 020 7341 7010. If you consider that we have processed personal data in violation of applicable law and failed to remedy such violation to your reasonable satisfaction, you may also

lodge a complaint with a supervisory authority (e.g. the Information Commissioner in the UK).

### **Information Security**

APML Estate is committed to keeping personal information secure. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration.

We limit access to personal information to those who have a business need. We keep personal information only for so long as deemed reasonably necessary.