

## Privacy Policy

### Privacy statement

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

Use of this website by you constitutes acceptance by you of this privacy policy ("Privacy Policy"). If you do not wish to accept this Privacy Policy, please leave this website immediately.

### Purpose

The purpose of this Privacy Policy is to assure you that we recognise and fully respect the privacy and personal data of the visitors to this website; and to explain what personal information we collect from this website and how we ensure its best protection.

This Privacy Policy governs this website at [www.amblesidehomes.com](http://www.amblesidehomes.com) (referred to in this Privacy Policy as the "Website"). Other sites to which the Website may be linked are not covered by this Privacy Policy.

This Privacy Policy covers only information which is collected by Ambleside Homes Limited from the Website.

### Data protection

Ambleside Homes Limited complies with the Data Protection Act 1998 (the "Act"). For the purposes of the Act, Ambleside Homes Limited of 57 Uppleby, Easingwold, York, North Yorkshire, YO61 3BD is the data controller and sole owner of the personal data collected on the Website. For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is Ambleside Homes Limited,

Ambleside Homes Limited does not sell, share or transfer this information except as set out in this Privacy Policy.

We use up-to-date industry procedures to keep personal data as safe and secure as possible and to protect against loss, unauthorised disclosure or access. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

The Act gives you the right to access details that we hold about you. Your right of access can be exercised in accordance with the Act. A small fee may be payable in respect of any access request.

## How we collect Personal Data

We may collect Personal Data from you in the following ways:

- when you make an enquiry, register your interest or create and/or use Ambleside Homes website;
- when you contact us in person, by telephone, email, post, SMS or another channel;
- when reserving a property to purchase from us;
- during the process of purchasing a property from us and/or selling a property to us with our Part Exchange scheme;
- when making payment and/or transacting with us.

We may collect your Personal Data from certain third parties including:

- Companies that introduce you to us
- Social networks, comparison websites and property portals, e.g. Rightmove, Zoopla
- Credit reference agencies and identity check providers
- Insurers
- Trade contractors, suppliers of materials and equipment
- Fraud prevention agencies
- Land or estate agents
- Our agents and third party service providers such as IT systems providers, market researchers or website analysts
- Solicitors and surveyors
- Financial advisors and other professional advisors
- Mortgage providers
- The Structural Warranty Provider
- Public information sources such as Companies House
- Third parties authorised by you, for example members of your family
- Government and law enforcement agencies.

## What Personal Data we collect

The type of Personal Data we may collect includes, but is not limited to:

- Contact Details: Name, address, telephone number (mobile and landline), e-mail address
- Particular housing developments, locations and properties that you're interested in
- Your status such as: First time buyer, house on the market, and/or sale status of your current property
- Financial details such as: Your financial position or status, budget, history and mortgage eligibility/applications, tax status; bank account or payment card details
- Information you provide when using purchase schemes and incentives of interest
- Marketing preferences including preferred contact methods and property types, locations, developments, products and services you may be interested in knowing about
- Socio-demographic details: This includes details about your work or profession, nationality, education and where you fit into general social or income groupings
- Contractual details about the products or services we provide to you
- Locational data we get about where you are, such as may come from your mobile phone or the address where you connect a computer to the internet and visit our websites or use our services

- Behavioural details about how you use our products and services when you visit our websites or use our services
- Technical details on the devices and technology you use when you visit our websites or use our services
- Information about you in letters, emails, conversations, voicemails, calls and other communication between us
- Social relationships: What we learn about your family, friends and other relationships recorded in communications between you and us that helps us better target our marketing and services; and
- Information about your personal circumstances and interests that also helps us better target our marketing and services.
- When you reserve a property we may require further information about you including, but not limited to:
  - Documents and information verifying your identity and/or residence such as passport, utilities bills, national identity card, national insurance number, driving licence or birth certificate
  - Mortgage provider and mortgage status
  - Advisors appointed by you including lawyers, financial advisors, surveyors
  - Financial information
  - Occupation
  - Property records, searches, documents and files relating to the sale to you, and where you take part in a part exchange, files relating to the property you are selling to us
  - Information about your property preferences parties, such as credit reference and fraud prevention agencies, to underwrite and manage your loan.

## How we use your Personal Data

We may use the Personal Data about you as follows:

- To ensure that content from our website is displayed in the most effective way for the purposes of ensuring the security and protection of our systems and our information
- To carry out marketing and send information about Ambleside Homes products and services that may interest you or which are similar to those you have purchased or made enquiries about in the past or has similar properties in your area.
- There are laws which control electronic marketing and, if required, we will seek your consent to carry out electronic marketing. Where we rely on your consent to process your Personal Data, you can withdraw this at any time, by emailing: [info@amblesidehomes.com](mailto:info@amblesidehomes.com).
- To process and manage the sale and/or purchase of properties
- To notify utility suppliers and local authorities about your purchase and/or sale of a property
- To notify you about changes to our services and products
- To carry out analysis to make improvements to our website, products and/or services
- To measure or understand the effectiveness of advertising we deliver
- To perform preparatory steps to enter into, perform and manage any contracts entered between you and us – for example your property purchase and/or options and extras from us or (if applicable) our purchase of your current property using our Part Exchange scheme
- To deal with and manage any defects or issues that arise in relation to our products and services, including any property you purchase from us

- To provide the warranties (such as the Structural Warranty Provider warranties) which cover a property purchased from us and manage any claims on those warranties to assist you in applying for any government schemes which you have indicated you may wish to make use of to monitor customer satisfaction (both on our own behalf and/or for the Structural Warranty Provider) including processing customer satisfaction surveys
- To keep our records up to date
- To develop, manage and test our products and services, what we charge for them and who might use them
- To manage and facilitate working with other companies that provide services to us and our customers and, where appropriate, to make referrals
- To manage customer payments and debts
- To comply with laws and regulations that apply to us
- To carry out identity and money laundering checks and generally prevent, detect, investigate or report financial crime
- To manage risk for us and our customers
- To respond to and deal with any enquiries, complaints or claims and to manage our relationship with you
- For the purposes of us being able to obtain legal and other professional advice
- To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, communications, corporate governance, and audit

## **Sharing your Personal Data**

We may disclose your Personal Data to third parties in certain circumstances where we have a need to do so as specified in this Privacy Notice but we will not sell, rent or trade your Personal Data.

We may occasionally transfer your Personal Data outside the European Economic Area ('EEA') or United Kingdom to follow your instructions; comply with a legal duty; or in certain other situations, provided that we will adopt adequate safeguards to apply the same standards to protect your Personal Data that you would expect in accordance with Data Protection Law.

Where your Personal Data is accessed by third party providers who supply services to us and who process that data on our behalf, for example, IT vendors or data hosting suppliers, we will require them, under a written contract, to act only in accordance with our instructions and take appropriate security measures.

Within the purposes set out above we may share your Personal Data with the following third parties:

- In respect of any property you reserve from us, the sale of the property and/or the purchase of your existing property with our Part Exchange scheme, with estate and managing agents, financial and legal advisors and any relevant mortgage provider, the Structural Warranty Provider or any other relevant property guarantee and warranty provider, utility providers and local authorities.
- Third parties who provide services direct to you, for example if you ask us to put you in contact with solicitors and other professional advisors, estate agents, financial advisors or mortgage eligibility checkers.

- Third parties working on our behalf to help us provide you with additional services and improve our services and products such as focus groups conducting interviews to request feedback from you following development visits
- Sub-contractors where they need your Personal Data to arrange and carry out work to your property
- Third parties where authorised by you, for example mortgage brokers, mortgage eligibility checkers, financial advisors, legal advisors or your family
- Insurance providers where relevant to the insurance of the property you purchase and/or the property we purchase from you
- If we are under a duty to disclose or share your Personal Data in order to comply with any legal obligation, or in order to enforce or apply our contracts with you; or to protect our rights, property, or our safety and/or the safety of others.
- We may share your Personal Data with managing agents, management companies, landlords, or the Land Registry relating to the completion of your property transaction.
- Credit reference agencies, identity check providers, lawyers and other advisers for fraud prevention and anti-money laundering purposes.
- Police, law enforcement and security services but only where necessary to detect, prevent and prosecute crime or protect national security and where we are legally permitted to do so.
- In the event that we sell any of our business or assets, in which case we may disclose your Personal Data to the prospective buyer of such business or assets. If our assets are acquired by a third party, Personal Data held by us may be one of the transferred assets.
- Government bodies, where it is relevant to do as part of any property transactions we enter into with you, e.g. HMRC.

## **Cookies**

Cookies are small text files stored on your computer while you are visiting a website. Cookies help make websites work. They also provide us with aggregated information about how users interact with our site. We use this information to try to improve your experience on our website.

We may use cookies to remember personal settings you have chosen at our website. In no other context do we use cookies to collect information that identifies you personally. Most of the cookies we set are automatically deleted from your computer when you leave our website or shortly afterwards.

## **Changing the information we hold about you**

If you would like to change any information we hold about you that has been collected via use of this Website or want to it to be removed from our database, you should contact us at [info@amblesidehomes.com](mailto:info@amblesidehomes.com)

## **Consent**

By using the Website, you consent to the collection and use of your personal information in the manner set out above.

The Website may, from time to time, contain links to and from the websites of our partners, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Changes to Privacy Policy**

The internet and data privacy best practice are both developing. We therefore reserve the right to revise this Privacy Policy at any time. If this Privacy Policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to : [info@amblesidehomes.com](mailto:info@amblesidehomes.com).