



BURLINGTON

ESTATE AGENTS

Privacy Policy

Newkeys4me Ltd trading as Burlington Estate Agents

Professional privacy information for clients, website users, applicants, landlords, tenants, buyers, sellers and contractors.

Company number 12513830	Head Office 124 City Road, London EC1V 2NX
Contact email enquiries@burlingtonestateagents.co.uk	Websites www.burlingtonestateagents.co.uk www.newkeys4me.com



This policy should be read alongside any separate privacy notice, cookie notice or client terms we provide for a specific service.

1. About this policy

This Privacy Policy explains how Newkeys4me Ltd trading as Burlington Estate Agents collects, uses, stores and shares personal data when you use our website, contact us, instruct us, register with us as a buyer, seller, landlord or tenant, or otherwise use our services.

For the purposes of UK data protection law, the data controller is Newkeys4me Ltd trading as Burlington Estate Agents (company number 12513830), with head office at 124 City Road, London EC1V 2NX.

This policy applies to our business, our communications and our website(s), including burlingtonestateagents.co.uk and newkeys4me.com, together with any associated pages, portals or sub-domains unless a separate privacy notice applies.

2. What personal data we collect

We may collect and process personal data including your name, address, email address, telephone number, property details, financial and affordability information, identification documents, proof of address, tenancy and referencing information, correspondence records, marketing preferences, website usage information, and any other information you provide to us in connection with a sale, letting, valuation, viewing, offer, tenancy, property management or related enquiry.

- Identity and contact details
- Property, transaction and tenancy information
- ID, proof of address and compliance information
- Financial, affordability and payment information where relevant
- Communications, enquiry records and marketing preferences
- Website usage data such as IP address, device and browser information, and pages visited

3. How we collect personal data

We collect personal data directly from you, automatically through your use of our website, and in some cases from third parties such as portal providers, referencing agencies, mortgage brokers, solicitors, landlords, tenants, buyers, sellers, anti-money laundering providers, contractors, maintenance providers, public registers and other professional contacts involved in a transaction or service.

4. How we use personal data

We use personal data to respond to enquiries; carry out valuations; market properties; arrange viewings; progress sales and lettings; register buyers, sellers, landlords and tenants; carry out



Burlington Estate Agents | Privacy Policy

identity, anti-money laundering and compliance checks; obtain and review references; manage properties and tenancies; administer accounts and payments; keep records; deal with complaints; improve our services and website; and, where permitted, send marketing communications.

- Providing estate agency, lettings, property management and related services
- Marketing and progressing property sales and lettings
- Conducting compliance and anti-money laundering checks
- Dealing with referencing, tenancy administration and property management
- Collecting payments, maintaining records and managing disputes or complaints
- Improving our website, systems and customer service
- Sending relevant updates and marketing where permitted

5. Lawful bases for processing

Depending on the circumstances, our lawful bases for processing may include taking steps at your request before entering into a contract, performing a contract, complying with legal obligations, pursuing our legitimate interests in running and growing our business, establishing or defending legal claims, and consent where that is required.

6. Marketing

Where we send marketing by email, text or similar electronic means, we will do so in accordance with applicable data protection and privacy rules. Where consent is required, we will ask for it. Where the soft opt-in or another lawful route applies, we may send relevant service-related or promotional information unless you opt out. You can unsubscribe or object to marketing at any time.

7. Who we may share personal data with

We may share personal data, where necessary, with our employees, agents and contractors; landlords, tenants, buyers and sellers; solicitors and conveyancers; mortgage brokers and financial advisers; referencing providers; anti-money laundering and identity verification providers; deposit protection providers; inventory providers; utility and compliance contractors; property portals; CRM, website, cloud storage and IT providers; accountants, insurers and professional advisers; regulators, law enforcement or courts; and any prospective purchaser or successor to our business where lawful.

8. International data transfers

Some of our service providers may process data outside the UK. Where this happens, we take reasonable steps to ensure appropriate safeguards are in place, such as adequacy regulations or approved contractual protections.



9. Data security

We use appropriate technical and organisational measures to protect personal data against unauthorised or unlawful processing, accidental loss, destruction or damage. These measures may include access controls, passwords, role-based permissions, secure cloud systems, staff awareness measures and the use of trusted third-party platforms.

10. Data retention

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, including to meet legal, regulatory, tax, accounting, anti-money laundering, tenancy, deposit, complaints-handling and professional record-keeping requirements. Retention periods may vary depending on the type of data and the service involved.

11. Cookies and website tracking

Our website may use cookies and similar technologies to support functionality, performance, analytics, security and user experience. You can usually control cookies through your browser settings and, where applicable, our website cookie tools.

12. Your rights

Subject to the law and applicable exemptions, you may have the right to be informed, access your personal data, request correction, request erasure, restrict processing, object to processing, request transfer of certain data, and withdraw consent where processing relies on consent. You may also complain to the Information Commissioner's Office (ICO) if you are unhappy with how your information is handled.

- The right to access personal data we hold about you
- The right to correct inaccurate or incomplete data
- The right to request deletion in certain circumstances
- The right to restrict or object to certain processing
- The right to data portability in certain cases
- The right to withdraw consent at any time where consent is relied upon

13. Contact and complaints

For privacy enquiries or to exercise your rights, please contact Burlington Estate Agents at enquiries@burlingtonestateagents.co.uk or write to us at 124 City Road, London EC1V 2NX. We may ask for information to verify your identity before acting on a request.



14. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will appear on our website and will take effect from the date it is posted.