

## PRIVACY NOTICE

### What this privacy notice covers

Moule & Co is committed to protecting and respecting your privacy and personal information. This notice sets out the basis on which any personal data we collect will be processed by us. Our use of your personal data will be governed by this Privacy Notice. Moule & Co is a controller for the personal information we collect and use about you.

Please read this Privacy Notice carefully to understand our views and practices and your rights regarding your personal data. By visiting [www.mouleandco.co.uk](http://www.mouleandco.co.uk) (our website) your personal information will be processed as described in this policy. Please don't use our website unless you are completely happy with this notice. If you do use our website, we'll assume that you do accept it.

If there are any changes to the way in which your personal information is used, this Privacy Notice will be updated.

### Who we are

Moule & Co is a private limited company by guarantee under registration number 845 6797. The registered office is The Farm Office, Millridge Farm, Parsons Lane, Hartlebury, Worcestershire, DY11 7YQ.

### What is personal information?

Personal information is any information that tells us something about you. This could include information such as name, contact details, date of birth, bank account details or any information about your needs or circumstances which would allow us to identify you.

### What information do Moule & Co collect?

We will collect and process the following data about you:

- 1) Information that you give us. This is information about you that you give us by filling in forms physically or electronically; or by corresponding with us by phone, email or otherwise. This information may include your name, address, email address, phone number, financial information and bank account verification information. Additionally, we may collect the following, if appropriate:
  - Occupation
  - Tenancy information (where we are acting as an agent on behalf of the Landlord who is the data controller)
  - Land ownership information
  - Any other information you provide to us
  
- 2) Information we collect from your use of our website. Every time you visit our website we will automatically collect the following:
  - Technical information, for example, the internet protocol (IP) address used to connect your computer to the internet.
  - Your internet service provider (ISP)
  - The type of device you are using to access our service
  - Activity on our website including the pages visited and any searches you have made.

- 3) Information we collect when you call us. If you call us, we will automatically collect the phone number used to make the call.
- 4) Google Analytics – We use this to understand how Moule & Co's internet site is being used in order to improve the user experience. Your user data is all anonymous. You can find out more about Google's position on privacy relating to its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>
- 5) Providing us with your details online. This is the information that you may choose to provide us with using the Contact Form on our website. It includes your name, telephone number and email address. Please let us know if any of the information changes so that we can keep our records up to date.

### **Why do we collect this information?**

We process your personal information for the following reasons:

- To take steps to enter into a contract
- To provide you with products and services
- To create invoices/process payments
- To maintain business and service continuity
- To send communications related to the services we are providing so that you receive the information that you need for these services. These may be sent by email or post or we may contact you by phone. (These will include notifications about changes to our service.)

On the basis of consent:

- Where we rely on your consent for processing this will be brought to your attention when the information is collected from you. You have the right to withdraw consent at any time.

In our legitimate interests of providing the best service and growing and improving our business we will process information:

- To provide you with a personalised service
- To improve our products and services
- To understand our client base and their requirements
- To provide marketing material
- To keep our website and systems safe and secure
- In the cloud
- To respond to your requests

To comply with legal requirements relating to:

- The provision of products and services
- Data protection

### **How long do we keep hold of your information?**

We will keep your information for as long as necessary for the purpose it was collected

We will usually keep information about you for a maximum of 15 years after the end of the relationship.

This is in line with the Royal Institution of Chartered Surveyors (RICS) suggested retention period.

## **Who might we share your information with?**

You agree that, for the purposes set out in ***Why do we collect this information***, we have the right to share your personal information with:

- Selected third parties, who we appoint to provide services, including third party suppliers (e.g. ecologists, solicitors, architects)
- Our website provider and analytics and search engine providers that assist us with the improvement and optimisation of our website.

We will disclose your personal information to the relevant third party:

- In the event that we arrange for you to sell or buy any business assets, in which case we will disclose your personal data to the prospective buyer/seller.
- In order to allow them to provide the necessary service to you
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation.

## **How is your data stored and kept secure?**

At Moule & Co, your safety and security is very important to us and we are committed to protecting your personal and financial information. We have measures in place which are designed to prevent unauthorised access to your personal information including but not limited to:

- Our client files are stored on our secure client management systems. Access is restricted on our client systems to those within the business who are required to have access to your information for legitimate business purposes.
- Hard copy documentation is stored within locked facilities.

## **What are your rights?**

Where the processing of your personal data is based on consent, you can withdraw that consent at any time.

You have the following rights:

- To ask us not to process your personal data for marketing purposes. We will always inform you prior to collecting your data if we intend to use it for such purposes.
- To request access to the personal information that we hold on you.
- To ask for the information we hold about you to be rectified if it is inaccurate or incomplete
- To ask for data to be erased provided that:
  - It is no longer necessary for the purposes for which it was collected.
  - You withdraw consent
  - The data is unlawfully processed
  - The data needs to be erased to comply with a legal obligation

## **Cookies**

We use cookies (and similar technology) to distinguish you from other users of our site. Cookies are widely used to make websites work more efficiently and this enables us to provide you with a good experience when you use our site as well as allowing us to improve our site.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

## **Complaints**

If you have any issues, concerns or problems in relation to your data, or wish to notify us of inaccurate data, please let us know using the contact details below.

## **Contact us**

If you have any queries, complaints or requests please contact The Farm Office, Millridge Farm, Parsons Lane, Hartlebury, Worcestershire, DY11 7YQ, phone 01299 250184 or email [admin@mouleandco.co.uk](mailto:admin@mouleandco.co.uk)

## **Changes to this Privacy Notice**

This Privacy Notice may be updated from time to time. Please check frequently to see any updates or changes.