

Privacy & Cookies Policy

Introduction

Belvedere Lets Ltd, based in County Durham, is committed to safeguarding your personal data. This policy explains how we collect, store, use, and share your data. It also outlines your rights and how to exercise them.

Summary of How We Use Your Data

We use your personal data to:

- Deliver our services to you, including property management and letting services.
- Provide you with information about properties or services that may interest you.
- Verify your identity, residency, and credit history for tenant referencing and legal compliance.
- Fulfill any contractual obligations.
- Communicate changes to our services and manage any inquiries or complaints.
- Improve and personalize our website based on analytics, with consent for cookies.

Types of Information We Collect

We collect:

- **Personal information** such as name, address, email, phone number, date of birth, credit history, and ID documentation.
- **Technical information** including IP address, browser type, device information, and browsing history on our site.

Call Recording

Calls may be recorded for:

- Quality assurance and training.
- Fulfilling legal requirements.
- Addressing any disputes or queries.

Call recordings are stored securely and will only be shared in compliance with legal obligations.

Information from Third Parties

We may receive data about you from:

- **Property portals** (e.g., Rightmove, Zoopla) when you inquire about a property.
- **Social media platforms** if you interact with us through Facebook or Instagram.
- **Landlords or previous letting agents** for referencing purposes.
- **Financial advisors and solicitors** to facilitate services you request.

Purposes and Legal Basis for Using Your Data

We process your personal data to:

- Fulfill contracts (e.g., for tenancy agreements or property transactions).
- Comply with legal obligations (e.g., AML checks, Right to Rent).
- Pursue our legitimate business interests, such as improving our services and marketing with your consent.
- Contact you about products and services if you have provided consent or in line with our legitimate interests.

Direct Marketing and Consent Withdrawal

You have the right to opt out of direct marketing communications. Simply follow the unsubscribe instructions or contact us directly. Note that some communications may be necessary for service delivery and cannot be opted out of.

Sharing Your Data

We may share your data with:

- **Service providers** (e.g., tradespeople, surveyors) as required for property management and maintenance.
- **Partner companies** such as referencing agencies and utility providers.
- **Legal advisors and authorities** where required by law.
- **Third-party providers** (e.g., marketing platforms, call management) who support our service delivery.

Data Retention

We will retain your data for as long as needed to fulfill the purposes outlined in this policy, including:

- Contract-related data: Up to 10 years from the last interaction.
- Marketing data: Until you opt-out, plus a brief period to implement your request.

Your Rights

You have rights regarding your personal data, including access, correction, deletion, and objection to processing in certain circumstances. For more information or to exercise these rights, please contact us.