

Affinity Privacy Notice

The Affinity privacy notice provides information on how Affinity and any of its representative offices and any 3rd party providers collect, use, secure, transfer and share your information. Affinity Lettings, Property Management & Consultancy is a manager of Residential and Commercial Rental Property and Leasehold Estate Management. It operates in Bucks, Beds, Cambs and Kent.

Affinity Offices are at:

253-255 Queensway
Bletchley, Milton Keynes
BUCKS MK2 2EH

It serves investor landlords, house builders, commercial businesses, local authorities, housing associations and the general public. Full details can be found on our website: www.affinity-lettings.co.uk

Types of Information Collected

Full Name	Address	Date of Birth	Previous address
Telephone number	Email address	Dependants names	Dependants age
Gender	Income Details	Bank Statements	Payslips
Landlord Details	Nationality	Photo I.D	Employer Details
Nationality	Bank Details	Accountant Details	Property Preferences

Methods of collection

Methods of collection are in the general conduct of business. Affinity collects information relevant to the services being sought, from:

- Yourself
- Next of kin
- Spouse / partner / family member
- Employers
- Credit / Default Agencies
- Trusted sources including: Local Authority/Government / Land / Police registers

Such information will generally be collected directly via the use of any of our standard forms, over the internet, via email, in our office, at a rental property or through a telephone conversation with you. We may also collect personal information through our affiliates or suppliers.

In addition, you may choose to submit information directly to us via several methods, including: in response to marketing or other communications, through social media, by signing up for a product or service, through participation in an offer, program or promotion, in connection with an actual or potential business or employment relationship with us

You may also agree to third parties disclosing information about you to us that those third parties have collected.

We, our service providers and partners collect certain information by using automated means, such as cookies and web beacons, when you interact with our advertisements, mobile applications, or visit our websites, pages or other digital assets. The information we collect in this manner may include: IP address,

browser type, operating system, referring URLs and information on actions taken or interaction with our digital assets.

We may use third-party web analytics services on our websites and mobile apps the analytics providers that administer these services use technologies such as cookies and web beacons to help us analyse how visitors use our websites and apps.

"Your Rights and Choices" section of this Privacy Notice specifies your ability, to opt out or limit the usage of the information collected.

Purposes of collection

Generally, we will collect, use and hold your information for the purposes of:

- Assessing an applicant's suitability for a tenancy, lease or license
- Notifying Utility suppliers of the responsible party for the bill
- Access to the rental/lease/licensed dwelling/unit to conduct repairs, maintenance and other requirements in line with the contract
- Process payments / transactions
- Accounting, Credit Checks and to protect against and prevent fraud and money laundering
- Provide, administer and communicate with you in line with Affinity products, services, offers, programs and promotions
- Compile business directories, including business contact information
- Operate, monitor, evaluate and improve our products, services, websites, mobile applications, other digital assets and business.
- Managing communications, assess effectiveness and optimisation of advertising
- Functionality of our websites, mobile applications other digital assets
- Comply with industry standards

We reserve the right to employ third party electronic verification for the purpose of verifying identity. This search will not affect your credit rating

Lawful basis of processing

Affinity processes your information under the following

- Legitimate interests: some information is processed by Affinity as part of its legitimate interests which include: Fraud, risk assessment, due diligence, network and information security, suppressions and managing opting out of communications, profiling, direct marketing, monitoring, web analytics, cloud storage, updating customer details, lettings and other core products and service provided
- Consent: where we process information under consent we will seek you clear and unambiguous consent prior to processing your data

Information we share

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Notice or as indicated via the consent process at the time the data is collected. We share the information we collect with, but not limited to:

- Vetted affiliates and partners
- Formally contracted service providers to perform services on our behalf. *We contractually require these service providers to safeguard the privacy and security of personal information they process on our behalf and authorise them to use or disclose the information only as necessary to perform services on our behalf or comply with legal requirements*

- Councils, health and care providers
- Credit agencies, Land Registry Office, Her Majesty's Revenue and Customs (HMRC) and other relevant regulatory bodies
- Utility companies for correct billing
- Additionally, we may share information about you, if required legally, to prevent harm or financial / reputation loss, for investigation of suspected or actual fraudulent or illegal activities.
- Perspective landlords requesting references via your written consent

On websites, features can be accessed where we partner with other entities that are not affiliated with Affinity. These include social networking, geo-location tools etc. are operated by third parties (indicated appropriately) who may use or share personal information in accordance with their own privacy policies. It is recommended that you review the third parties' privacy policies if you use the relevant features.

Affinity reserve the right to transfer your information in the event of a sale or transfer (wholly or partially) of our business or assets, with reasonable efforts for the acquirer protect / use your information consistent with our Privacy Notice. You can exercise your rights to contact the acquiring entity with questions concerning the protection and processing of your information.

How long do we keep information for ?

We will keep information for a reasonable amount of time in order to perform the purposes listed above.

We only keep your information for as long as necessary. We generally keep personal information for 7 years after last contact with you. However Affinity reserves the right to keep information for longer if we feel that this is in the legitimate interests of Affinity.

Your rights and choices

Your rights regarding the sensitive / personal information we maintain about you enable you to exercise choices about what personal information we collect from you, how we use that information, and how we communicate with you.

Access and Correction

You may have the right to:

- Obtain confirmation that we hold personal information about you
- Request access to and receive information about the personal information we maintain about you
- Receive copies of the personal information we maintain about you

The right to access personal information may be limited in some circumstances by local law requirements. To exercise these rights, please contact us in writing at our address above.

Update and correct inaccuracies in your personal information

If you feel that the information we hold about you is incorrect or inaccurate you can contact us outlining the information you feel is incorrect or inaccurate

If we refuse to correct your personal information, we will provide you with a written notice that sets out the reasons for our refusal (unless it would be unreasonable to provide those reasons) and provide you with a statement regarding the mechanisms available to you to make a complaint.

Object to the processing of your personal information

If you would like to object to any processing of your information by Affinity you can contact us in writing outlining what you would like to object to.

Have the information blocked, anonymised or deleted

If you would like Affinity to delete, block or anonymise information we hold about you, you can contact us outlining what information you would like deleted, blocked or anonymised.

To update your preferences, ask us to remove your information from our mailing lists or submit a request to access, update, correct or delete your personal information, please contact us as specified in the “How To Contact Us” section below.

Opting out of processing

You can opt out of collection of personal information by automated means e.g. when visiting our website or visit third-party websites and interact with our adverts, by using the Cookie Consent tool displayed in the website (the browser you use may provide options on how to opt out of receiving certain types of cookies). However without cookies you may not be able to use all of the website features and/or online services.

Affinity operate a cookie policy

Some of our service providers and partners may collect information about your online activities over time and across third-party websites to customise and target our adverts. You can at any time tell us not to send you marketing communications by e-mail or by contacting Affinity as indicated below.

Withdrawal of consent

If we obtain your information by consent you have the right to withdraw any consent you previously provided to us.

If we process your information under legitimate interest you can object at any time on legitimate grounds, to the processing of your personal information. The right to consent removal may be limited in some circumstances by local law requirements and you will be informed appropriately.

How we protect personal information

The security of your personal information is very important and Affinity is committed to protecting the information we collect. We maintain administrative, technical and physical safeguards designed to protect the personal information you provide or we collect against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

We take measures to destroy or permanently de-identify personal information if required by law or if the personal information is no longer required for the purpose for which we collected it.

How to Contact Us / Complaints and Feedback

If you would like to make a complaint about a breach of your personal information, applicable privacy laws / principles or a concern about Affinity privacy practices, would like access and/or update information or preferences you provided to us, please e-mail us at: info@affinity-lettings.co.uk or write to us at the address above.

To assist us in responding to your request, please give full details of the issue. We attempt to review and respond to all complaints within a reasonable time. If we cannot for lawful reasons complete your request we will explain this to you to the extent that we lawfully can.

Updating this privacy statement

We will update this statement from time to time so we suggest that you review this statement at regular intervals via our website. Where we undergo substantial changes to our privacy statement we will endeavour to inform you directly about these changes.