

Privacy Policy

Gilson Bailey & Partners Limited and Gilson Bailey Lettings Limited (GB) – aim to provide our customers, clients and team members with the best possible safe and secure service. We are committed to protecting and respecting your privacy. We use the personal information you share with us to tailor our services to your requirements. The information collected by GB may relate to people who use our services, e.g. property sellers, buyers, landlords and tenants and those who subscribe to our newsletters or request property information from us, visitors to our website, job applicants, our current and former employees.

The purpose of this privacy policy (hereafter “Policy”) is to give you a clear explanation about how GB use, store, share and control the personal information you provide (or that we collect from you) when you contact us or otherwise engage with us via our Website or other media. This can be done in a variety of different ways which can include but are not exclusively limited to:-

in person via our office,

by telephone,

by post,

by SMS,

by email,

social media such as Facebook and Twitter,

via our Website,

via third party websites (if appropriate),

via property portals such as www.rightmove.co.uk , www.zoopla.com & www.primelocation.co.uk (hereafter “Portals”),

By engaging the services of GB or by visiting our Website you are accepting and consenting to the practices described in this Policy.

For the purpose of the Data Protection Act 1998 (the Act) and the General Data Protection Regulation (GDPR), the Data Controller is Gilson Bailey, 32 Prince of Wales Road, Norwich, Norfolk NR1 1LG.

Personal Information We Collect From You

“Personal information” is any information that relates to you and identifies you personally, either alone or in combination with other information available to us.

We may collect and process the following personal information about you:

Information that you provide by:-

- a. filling in forms on our Websites, third party websites and Portals which send information to us,
- b. in person via our office,
- c. via telephone calls, emails, live web chat, and social media.

This information can include, but is not limited to, personal information (name, address, email address and telephone number); financial or employment information that you disclose when agreeing to register as an applicant or enter in to a transactional relationship with us.

Information required to help us ensure our staff are safe when attending external appointments such as viewings and market appraisals; for example contact details for the client or customer, including a residential address in the UK.

Information required to comply with legislation such as Right to Rent checks required under Section 22 of the Immigration Act 2014 if you are renting a property and The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (more commonly referred to as the Money Laundering Regulations 2017) if you are buying a property through us.

Information to enable us to tailor our marketing and communications to you, based on your personal preferences, such as the types of service you are looking for, the location of your search area, the budget you are willing to spend etc. (hereafter “Criteria”).

If you contact us, we may keep a record of that correspondence and ask for information if you report an issue with our services, or with a property you are renting.

How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

When someone visits www.gilsonbailey.co.uk we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site.

Downloads & Media

Any downloadable documents, files, images, etc. on our Website are provided to you at your own risk. We take all reasonable precautions to ensure that such files are free of viruses but we recommend that you use anti-virus software as a precaution. We accept no responsibility for downloads and media provided by external third party websites.

How We Use Your Personal Information

The personal information we collect when you first contact us will be used for identification and authentication purposes in addition to creating a profile for you with the information needed to provide you with our relevant products or services. We use and analyse this personal information where necessary for the purposes detailed below:

Providing products and services: to understand your requirements, to personalise the properties and services we offer you as well as to improve our website. We process your personal information in this way as it is necessary for the purposes of our legitimate interests in providing better products and services for you and our other customers.

Processing your transaction: we use relevant personal information described above (including your name, address and financial details) to enable us to progress a transaction with you, such as buying, selling, renting or letting a property through us. This information may be required to be passed on to third parties, including solicitors, surveyors, financial advisors etc.

Preventing fraud: we will also use your personal information to assess your creditworthiness (in the case of buying or renting a property) and to prevent fraud. For this purpose, we may need to share your personal information with our referencing providers and/or solicitors (see "how we share your personal information" below). This is necessary for the purposes of our legitimate interests in ensuring we are not the victim of fraud and to protect our legal rights.

Providing customer support: if you contact our team (or vice versa), we will use personal information such as your email address, phone number and residential address as well as your contact history to process your request and provide you with the best service possible. We will process your personal information in this way if it is necessary for the performance of a contract or if it is required for us to comply with any legal obligations. If it is not necessary to process your personal data for either of these reasons we will process it as it is necessary for the purposes of our legitimate interests in ensuring we can provide the best service possible.

Marketing: when you sign up to receive our newsletters (if appropriate), register as an applicant, enter in to a transaction with us or use our Website; we will use your personal information to create a profile based on the information we hold about you. This is necessary for the purposes of our legitimate interests in ensuring we have accurate information about you in one place. We create your profile in accordance with your preferences in order to provide you with the best customer service. Below you can find a more detailed description of the ways in which we will use your personal information for these purposes.

Employees (job applicants, current and former): - All of the information provided to us during the recruitment process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary. We will not share any of the information you provide during the recruitment process with any third parties for marketing purposes or store any of your information outside of the European Economic Area. The information you supply to us will be used to assess your suitability for the role you have applied for. You must successfully complete pre-employment checks to progress to a final offer. We are required to confirm the identity of our staff, their right to work in the United Kingdom and seek assurance as to their trustworthiness, integrity and reliability.

How Will We Contact You

We will send marketing communications to you via the channel you choose, such as post, email, phone, or social media. We ask for your consent, where required by applicable law, in order to use the contact details you have provided to us and you may at any time unsubscribe from these services.

We will ask for your consent if we wish to use your personal information for purposes other than those listed in this privacy statement and as required to do so under applicable law. We will not use your personal information for other purposes before we have received such consent.

How We Share Your Personal Information

We treat your personal information with care and confidentiality and do not share it with third parties other than as set out below.

With Service Providers

Where required we may share limited personal information you provide when you register with us or enter in to a transaction with us, as necessary and only for the purposes and on the lawful grounds described above with various third parties who process your personal information on our behalf, such as:

Lettings - Including but not limited to tenant referencing agencies, other estate agents or landlords, contractors and property maintenance services, gas and electrical contractors, utility companies and insurance providers.

Sales - Including but not limited to Solicitors/Conveyancers, Surveyors, Financial/Mortgage advisors, other estate agents in a chain, contractors and property maintenance services.

Software and system providers including but not limited to Dezrez, Letmc, Brief Your Market, Oasis, Restore Datashred, Computer Service Centre, Docusign, Utilititease, Let Alliance. We require that these service providers and other third parties adhere to strict rules when processing your personal information, including to only use your personal information in accordance with our specific instructions (such as for the purposes of completing referencing or contacting you to arrange access to carry out necessary repairs) and the applicable laws. The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") as it may be processed by staff operating outside the EEA who work for one of our software/system providers, suppliers or contractors. Territories outside of the EEA may not have equivalent legal protections to those that apply within the EEA but we are under a duty to make sure that our suppliers and contractors located outside of the EEA continue to take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

Employees - Including but not limited to Accountants, Pension Company, Security and Alarm Monitoring Company.

Law Enforcement

GB will disclose personal information where required by law or legal process, for the administration of justice, to protect your vital interest, for investigations by law enforcement or regulatory bodies, to protect and defend GB property and legal rights, to protect the personal safety of our website users or by order of a valid injunction from a court or law enforcement agency.

Personal Information Of Others

Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with the terms of this privacy policy.

How Long Do We Store Your Information

The length of time we hold your information for will vary dependent on lawful basis for collecting and processing the data. GB will hold data supplied with consent, where there is a legitimate interest in doing so, where a transaction has been entered in to and there is a contractual necessity to do so, or where there is a requirement to comply with legal obligations (for example in order to comply with the requirement of the TPO Codes of Practice, both for Sales and Lettings Agents, to maintain clear and full written records of transactions for a period of six years and to comply with the Money Laundering Regulations 2017 requirement to hold records for a period of 5 years).

Storage

All digital information you provide to us is stored in the UK on our secure (256-bit encrypted, password and firewall protected) servers which are stored offsite and monitored 24/7. All paper based information is securely stored at our offices which are alarmed and monitored 24/7.

Unfortunately, the transmission of information via the internet is not completely secure and so we cannot guarantee the security of any data sent over the internet between your Device and our Website. Any such data transmission is at your own risk. Once we have received your information, we use strict procedures and security features to try to prevent unauthorised access, as part of our secure backups and data disaster recovery procedures provided by our IT support company. By submitting your personal data to us, you agree to this transfer, storing or processing.

Your Rights

You have the right to ask us not to process your personal data for marketing purposes, to alter your preferences for the type of marketing content you receive (such as properties for sale, information about related services etc) or to alter the methods via which you receive marketing correspondence from us (i.e. via email, text, post or phone call). We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes.

You can also exercise the right to prevent such processing of your data at any time by contacting us at norwich@gilsonbailey.co.uk or by writing to The Data Controller, Gilson Bailey, 32 Prince of Wales Road Norwich, Norfolk NR1 1LG.

Our Website may, from time to time, contain links to and from the websites of our partners and third party service providers. If you follow a link to any of these websites, please note that these websites may 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. Use of third party websites is at your own risk.

Access, Deletion & Correction

Please let us know if the personal information which we hold about you needs to be corrected or updated. If you would like to know what personal information GB holds about you, you may make a request to GB for copies of this information. You should be aware that we will need to see proof of identity before processing any such request (known as a 'subject access request') and may charge an administration fee of up to £10 to cover our costs in providing you with this information. If requested, GB will use reasonable efforts to supply, correct or delete information about you on file.

All subject access requests should be made in writing and addressed to for attention of The Data Controller, The Data Controller, Gilson Bailey, 32 Prince of Wales Road Norwich, Norfolk NR1 1LG.

The Right to Erasure/The Right to be Forgotten - You may write to us at any time requesting amendments to certain personal information that you consider to be incorrect or irrelevant or to request that we block, erase or otherwise remove your personal information.

Right to Data Portability - You may write to us at any time to object to our use of your personal information or request that we provide your personal information in a usable electronic format and transmit to a third party. We will comply with these requests in relation to your personal information in line with applicable law.

Data Breaches

In order to comply with applicable law, GB has implemented procedures to detect, report and investigate personal data breaches. A data breach is defined by the Information Commissioner's Office (ICO) as;

"A breach of security leading to the destruction, loss, alteration, unauthorised disclosure or, or access to, personal data."

The ICO will be informed of all data breaches which present a high risk to our clients and customer's rights and freedoms and in line with applicable law, a notifiable breach will be reported within 72 hours of us becoming aware of it. The individual(s) involved will also be informed.

Changes To This Policy

GB has pledged to adhere to the fundamental principles of privacy and data protection. We therefore regularly review our privacy statement in order to ensure that it is free of errors and clearly visible on our Website, that it contains appropriate information about your rights and our processing activities, and that it is implemented and is compliant with applicable law. If we make significant changes to this privacy statement, we will inform you by posting a notification on our websites along with an updated version of the privacy statement.

Complaints

If you have a complaint regarding how GB have handled your personal data, subject access request or right to erasure, you have a right to lodge a complaint with a supervisory authority, in this case the ICO, using the contact details below.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to The Directors, Gilson Bailey, 32 Prince of Wales Road Norwich, Norfolk NR1 1LG