Privacy Policy – Ragdon

Ragdon ("we", "us" or "our") respects your privacy and is committed to protecting the personal information of our website visitors, landlords, tenants, prospective tenants, property owners, applicants, contractors and business partners.

This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, enquire about a property, apply to rent a property or use our estate agency and property-related services.

1. Information We Collect

Depending on the services you use, we may collect the following information:

- **Personal details:** name, date of birth, postal address, email address and telephone number.
- **Identity information:** identity documents, proof of address and information required for identity verification and anti-money laundering checks where applicable.
- **Tenancy and property information:** rental history, references, employment details, income and affordability information, right-to-rent documents where legally required, and details relating to a property application.
- **Landlord and property-owner information:** property addresses, ownership details, instructions, tenancy information and payment details where necessary.
- **Financial information:** rent payments, deposit records, client money records and bank details where required to provide our services.
- **Communication records:** emails, enquiries, complaints, correspondence and other communications with us.
- **Website information:** IP address, device and browser information, website usage data and cookie information, where applicable.

Please do not send sensitive personal information unless it is necessary for your enquiry or requested through an appropriate and secure process.

2. How We Use Your Information

We may use your information to:

- Respond to property enquiries and provide estate agency or letting services.
- Advertise, market and manage properties on behalf of landlords and property owners.
- Assess tenancy applications and arrange references, subject to applicable law.
- Communicate with private tenants, council tenants, professional tenants, families, companies, students and other prospective occupants.
- Meet applicable identity verification, anti-money laundering, right-to-rent and other legal requirements.
- Collect rent, administer tenancy deposits and manage client money where applicable.

- Communicate with landlords, tenants, local authorities, councils, support organisations and other relevant parties where necessary and lawful.
- Handle complaints, prevent fraud, maintain records and protect our legitimate business interests.
- Maintain website security, improve our services and meet our legal obligations.

3. Our Lawful Bases for Processing

We process personal information only where we have an appropriate lawful basis. Depending on the circumstances, this may include:

- **Contract:** where processing is necessary to provide a service or take steps requested before entering into a contract.
- **Legal obligation:** where we must comply with applicable laws and regulations.
- **Legitimate interests:** where necessary for legitimate business purposes, provided these interests do not override your rights and freedoms.
- **Consent:** where consent is required, including for certain marketing activities or non-essential cookies.

Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect processing already lawfully carried out.

4. Sharing Your Information

Where necessary and lawful, we may share relevant information with:

- Landlords, property owners and authorised property managers.
- Prospective or current tenants and relevant representatives.
- Local authorities, councils, housing departments and support organisations involved in a housing arrangement.
- Employers, referees and referencing agencies.
- Identity verification and anti-money laundering service providers.
- Banks, payment providers, accountants and professional advisers.
- Tenancy deposit protection schemes, including MyDeposits or the Deposit Protection Service (DPS), where applicable.
- Client Money Protection providers, insurers and relevant professional or redress bodies.
- Courts, regulators, law enforcement agencies and other authorities where legally required.

We do not share more information than is reasonably necessary for the relevant purpose. We do not sell personal information to third parties.

5. How We Protect Your Information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

6. How Long We Keep Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including contractual, legal, regulatory, accounting and complaint-handling requirements.

Retention periods depend on the type of information and the circumstances. When information is no longer required, we will securely delete it or anonymise it where appropriate.

7. Your Data Protection Rights

Subject to applicable law, you may have the right to:

- Request access to your personal information.
- Request correction of inaccurate or incomplete information.
- Request deletion of information in certain circumstances.
- Request restriction of processing in certain circumstances.
- Object to certain types of processing.
- Request transfer of information where data portability rights apply.
- Withdraw consent where processing relies on consent.
- Complain to the Information Commissioner's Office (ICO).

To exercise your rights or raise a privacy concern, please contact **admin@ragdon.com**.

You can find information about your rights and how to complain at www.ico.org.uk.

8. Cookies and Website Tracking

Our website may use cookies or similar technologies to maintain website functionality, understand website usage and improve the visitor experience.

Where required, we will seek consent before placing non-essential cookies. You may also be able to manage cookies through your browser settings.

Our final cookie arrangements should be described accurately according to the technologies used on this website.

9. Third-Party Websites

Our website may contain links to external websites, property portals, referencing providers or other services. We are not responsible for the privacy practices or content of third-party websites. Please review their privacy policies before providing personal information.

10. Changes to This Policy

We may update this Privacy Policy to reflect changes in our services, legal obligations or data-handling practices. The latest version will be published on our website with its effective date.

11. Contact Us

For privacy enquiries, data protection requests or questions about this policy, please contact:

Ragdon
Email: admin@ragdon.com

Please ensure that you replace or supplement this contact information with your full registered business name, business address and any other details required for your circumstances before publishing.