Privacy Notice (Prospective Tenant or Buyer)

The ***Data Controller*** connected with this ***Privacy Notice*** is Johns & Co Real Estate Ltd.

In this instance your data is being processed for the specific purpose of providing you with information about properties you may wish to consider renting or buying and / or arranging a viewing of a property.

The collection of your data for this purpose is under the ***Lawful Basis*** of Legitimate Interest because we require this information so that we may communicate with you in order to provide our service. We have conducted a Legitimate Interests Assessment and concluded that without processing this information it would not be possible to meet the Data Subject’s expectations of our services, because we would be unable to communicate with them. We have balanced this requirement with any risks to the Data Subject’s rights and freedoms and concluded any risk is low and outweighed by the benefit to the Data Subject.

The personal data we will collect and process about you in connection with this purpose is:

* Name
* Address
* Telephone number(s)
* Email Address

In addition, we may collect other non-personal data regarding your property preferences.

Our website uses both Cookies and analytical tools to help improve your visit to the site. However, in both instances no personally identifiable data is collected

Under the ***Lawful Basis*** referenced in paragraph 2, your data will be retained for a period of 3 years and 4 months in order that we may administer any investigation by The Property Ombudsman or defend any legal claim you might bring against the Company. This retention period will commence from the date of any final communication you have with us.

At the end of this retention period your data will be destroyed using an approved method unless prevented by Court order.

Whilst we control your personal data we will need to share this data with the following parties, for the following purposes, in order to provide you with the services you are seeking from us:

The Property Ombudsman for the sole purpose of administering any investigation by them.

The Company’s legal advisers, (who are not retained, but whose details will be provided to you in the event that you commence proceedings against the Company,) for the sole purpose of defending any claim.

Let Alliance Limited for the purposes of obtaining references on suitability as tenants.

Under the General Data Protection Regulation, you, the Data Subject have certain rights regarding the control and processing of your personal data. Details regarding your rights can be found on the Information Commissioner’s Office (ICO) website (https://ico.org.uk/your-data-matters/).

Should you wish to contact London Property Guru in order to exercise any of these rights, please email us on [info@londonpropertyguru.com](mailto:info@londonpropertyguru.com) / 0208 543 1953.

Recognising the importance of personal data to our consumers, we endeavour to put in place appropriate organisational and technical measures to protect that data.

As a consumer of our services we may occasionally contact you to make you aware of other similar services we offer, which we feel could be of assistance to you. Such communications will be sent to you under the Privacy and Electronic Communications Regulations and you will be given the option to opt out of similar communications on each occasion.

Should you have any concerns regarding the way an organisation is processing your personal data, the ICO recommends that in the first instance you contact the organisation concerned. If the organisation does not address those concerns in an appropriate manner, you then have the option to escalate the issue to the ICO. If you wish to contact us because you have concerns about our use of your personal data, please contact us using the details provided above.

This Privacy Notice is kept under review and it is updated as appropriate. It was last updated on 09.05.2024.