Privacy Policy (Buyer)

**Privacy Notice (Buyer)**

The ***Data Controller*** connected with this ***Privacy Notice*** is London Property Guru LTD.

In this instance your data is being processed for the specific purpose of buying a property through London Property Guru.

The collection of your data for this purpose is under the Lawful Basis of Contract, because we require this information in order to manage the formation and execution of a contract between you, the Buyer and the Vendor (Seller) of the property, who has appointed London Property Guru to act as their Agent in this matter.

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

* Name
* Address
* Telephone number(s)
* Email Address
* Proof of ID
* Proof of Address
* Proof of funds

In addition, we may collect other non-personal data such as:

* Solicitor’s details
* Financial Adviser’s / Mortgage Broker’s details
* Details regarding any associated sales “Chain” if you are selling a property in order to make the purchase.

Under the Lawful Basis referenced in paragraph 2, your data will be retained to the end of the financial year in which your property purchase is completed and for a further 6 years thereafter in accordance with HMRC requirements for financial record keeping. Thereafter some details of the property will be retained indefinitely for historical record keeping purposes, to aid any future evaluation of the property, past sales activity and property value.

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:

Laptopa IT Solutions for the sole purpose of providing London Property Guru with IT services.

The Vendor for the purpose of expediting the purchase.

The Buyer’s and Vendor’s solicitors for the sole purpose of facilitating the purchase. The details of these firms will be made known to you in the Memorandum of Sale, which will be issued to all parties at the point at which the purchase is agreed, subject to contract.

The other Agents in the “Chain” of sales / purchases associated with the sale, for the sole purpose of managing the sale.

Identity and fraud prevention suppliers to ensure we are compliant with our legal responsibilities in relation to Anti Money Laundering and other legislation.

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

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 contact 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 is updated as appropriate. It was last updated on 09.05.2024