

## **Privacy Policy**

This is the Privacy Policy of Aston Charles Estate Agents Limited, Company number 092115341. Our registered office address is 15 Grove Place, Bedford, MK40 3JJ. In this document, “we” or “us” refers to Aston Charles Estate Agents.

At Aston Charles we take your privacy very seriously and are committed to protecting and respecting it. For the purpose of General Data Protection Regulation UK law Aston Charles Estate Agents Limited is the data controller.

### **INFORMATION WE COLLECT FROM YOU**

#### **Information you give us**

We will collect, process and store information you give us via our website or enquiries via Rightmove.co.uk , emails , phone or otherwise for the purpose of providing the service you require.

#### **Information we collect about you**

When you choose to visit our site we may automatically collect information about your visit, clicks on properties etc, your IP address and other technical information. This information will not be divulged to any person who does not need to know the information. This information may be used to improve our website after analysing the usage etc.

#### **Cookies**

Our website uses cookies to help provide you with a good experience and to help us improve our website. You are able to disable cookies from your computer but this may affect the pages you can view.

### **How we use your data and information**

We use your information and data to:

- Enable us to carry out our obligations arising from contracts mutually agreed between yourselves and us to provide the products and services that you have requested.
- To notify you of any changes to our service or company that may affect you or benefit you.
- To provide you with information of selected third party companies that may have a service that would be beneficial or of interest to you.
- To ensure that we are offering the best service we can and that our website is offering an effective service.

We may use the information collected about you via our website and cookies to:

- Improve our website
- Data analysis, troubleshooting, research, statistics and surveys
- To ensure our site stays as secure and safe as possible
- To understand the effectiveness of advertising certain services

- To make suggestions of services we offer or that a trusted third party supplies that may be of interest to you

Information we receive from other sources i.e. Rightmove will be combined with other or further information you give us and will be used for the same purposes as illustrated above

#### **AML- Anti Money Laundering Referencing**

We use an outside company to fulfil our legal requirement for Anti Money Laundering, the company we use is ETSOS. This is done via Experian and both companies have their own privacy policies.

#### **Disclosure of your information**

We withhold the right to disclose your information if it falls within our duty in order to comply with any legal obligation, to enforce or apply our terms of use and other agreements or to protect the rights and safety of ourselves, property, or others. This includes exchanging information with other companies or organisations for fraud purposes.

#### **Your Rights**

You have the right to:

- Inform us you do not wish to be contacted for marketing purposes
- Access any data we hold about you
- Ask us to erase certain data held about you on our website/database

To do so you may contact us at the address on our website or by phone 01234 889366, we will require proof of ID in some cases to do so and certain requests may be rejected if it goes against our legal obligations.

#### **Data Security**

**The transmission of information via the internet is not completely secure, and although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to this web site, therefore any transmission is at your own risk. Once we have received your information, we will take all reasonable steps to keep your personal data secure (both technologically and physically) and to try to prevent any unauthorised access to it. All information you provide to us is stored on our secure servers.**

**If at any point you suspect or become aware of a breach in security, or receive suspicious communications from someone claiming to be from Aston Charles Estate Agents Limited, please let us know immediately via [info@astoncharlesea.co.uk](mailto:info@astoncharlesea.co.uk)**

Please do not use the website if you do not agree with any of the above.

#### **Amendments**

We reserve the right to make changes to the Privacy Policy at any time without notice.