**Privacy Policy**

**Introduction -** Welcome to WDC Rentals privacy policy.

We respect your privacy and are committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you.

**Purpose of this privacy policy**

This privacy policy aims to give you information on how we collect and process your personal data through your use of this website.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with our GDPR and any other fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

**Controller**

WDC Rentals is the controller and responsible for your personal data.

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us using the details set out at the end of this document.

**Complaints**

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

**Changes to this Privacy Notice and your duty to inform us of changes**

We keep this privacy policy under regular review. This version was last updated in **July 2020**.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

**Third-party links**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

**Personal data we receive**

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

* Identity data (including your first name, last name, marital status, title gender and date of birth).
* Contact data (including your address, details of next of kin, email address, telephone contact numbers and social media contact information).
* Financial Data (including bank account, payment card and details about payments to and from you and any guarantor).
* Profile data (includes your username and password, feedback and survey responses that may be carried out by WDC Rentals).
* Usage Data (including information about how you use our website, products and services).
* Marketing and Communications data (including your preferences in receiving marketing from us and/or third parties and your communications preferences).

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data).

**If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to consider you for a rental property). In this case, we may have to cancel the service you have with us but we will notify you if this is the case at the time.

**How is your personal data collected?**

We use different methods to collect data from and about you including through:

**Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms and agreements or by corresponding with us by post, phone (calls may be recorded), email or otherwise. This includes personal data you provide when you register on our website or express an interest in our services.

**How your personal data will be used?**

1. We will only use your data in circumstances where the data protection legislation allows us to. Most commonly, we will use your personal data in the following circumstances:

* (a) Where we need to perform a contract, we are about to enter into or have entered into with you;
* (b) Where it is necessary for our legitimate interests and your interests and

fundamental rights do not override those interests;

* (c) Where we need to comply with a legal obligation;
* (d) Where we have received your informed and specific consent to do so;

We have set out below, in a table format and within the numbered paragraphs thereafter, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.  
  
Please note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground, we are relying on to process your personal data where more than one ground has been set out in the table below.

|  |  |  |
| --- | --- | --- |
| **Purpose/Activity** | **Type of data** | **Lawful basis for processing** |
| To provide you with marketing information regarding our products and services | (a) Identity data  (b) Contact data  (c) Personal Details | (a) Necessary for our legitimate business interests (to ensure that any potential client aware of the services offered by WDC Rentals)  (b) Consent for rental |
| To process and fulfil our services including:  (a) Manage payments, fees and charges  (b) Collect and recover money owed to us | (a) Identity  (b) Contact  (c) Financial  (d) Transaction  (e) Marketing and Communications | (a) Performance of a contract with you  (b) Necessary for our legitimate interests (to recover rents/debts due to us) |
| To register you as a client | (a) Identity data  (b) Contact data | Performance of a contract with you & to deliver services |
| To manage our relationship with you which will include:  (a) Notifying you about changes to our terms or privacy policy | (a) Identity  (b) Contact  (c) Profile  (d) Marketing and Communications | (a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated) |

2. If, in the future, we would like to process your personal data for a purpose other than that which it was collected for, we’ll provide you with information about that and request your consent before doing so.

**Marketing**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

**Promotional offers from us**

You will receive communications from us if you have requested information from us regarding a vacant property or have given your specific and informed consent to receiving that information.

**Opting Out**

You can ask us to stop sending you marketing messages at any time by e-mailing ‘info@wdcrentals.co.uk’

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us other than in accordance with this privacy notice.

**Cookies**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

**What we do NOT do with your personal data**

WDC Rentals will not provide your personal data, received in accordance with the terms of this privacy notice, to third parties (other than those specified within this privacy notice) without your explicit and informed prior consent.

**Data security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

**Data retention**

**How long will we use your personal data for?**

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we have to keep basic information about our members (including Contact, Identity, Financial and Transaction Data) for six years after they cease being members for tax purposes.

In some circumstances you can ask us to delete your data: see your rights below for further information.

**Your rights**

Under the data protection legislation, you have a number of rights with regard to your personal data. You have the right to:

**Request access**to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction**of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**Object to processing**of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing**of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

* If you want us to establish the data's accuracy.
* Where our use of the data is unlawful, but you do not want us to erase it.
* Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
* You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

**Withdraw consent at any time**where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

**Identity and contact details of controller and data compliance advisor**

WDC Rentals is the controller of data for the purposes of the data protection legislation.

If you have any concerns as to how your data is processed, or if you have any questions about this privacy policy or our privacy practices more generally, you can contact us at [**info@wdcrentals.co.uk**](mailto:info@wdcrentals.co.uk), or you can write to us at:

18 Greenville Avenue,

Ewloe,

Flintshire.

CH5 3BJ