

Privacy Policy

Introduction

At Letsmart we understand that people care about the use and storage of their personal information and we value your trust in allowing us to do this in a careful and sensible manner. We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our clients. This privacy policy provides detailed information on how we collect and process your data securely.

How we collect your data

Principally we collect data via the following channels:-

1. Direct contact-including telephone, meeting or correspondence. (letters & manual forms).
2. Via our Website forms (no cookies are used).
3. Applicant leads provided form our partners - principally Property Portals.

Owners & landlords

For prospective landlords enquiring about our services or if you progress to being a client of ours or go straight to being a client then normally the legal basis under which we hold and process your data will be a combination of “Contract”, “Legal Obligation” or possibly “Legitimate interests”.

If you later cease to be an active client of ours and we can no longer rely on the existing legal basis we will need to seek your active “Consent” to store and process your personal information for general market purposes.

Applicants & Tenants

For applicants enquiring about properties, irrespective of which channel we source your personnel details from , once they are entered into our CRM system as an applicant you will receive an email requesting your confirmation that you consent for us to process your data for marketing purposes. If you progress to becoming a client of ours, then as a tenant, the legal basis under which we hold and process your data will be a combination of “Contract”, “Legal Obligation” or possibly “Legitimate interests”.

Suppliers & Contractors

For suppliers & contractors then normally, the legal basis under which we hold and process your data will be a combination of “Contract”, “Legal Obligation” or possibly “Legitimate interests”.

What personal data do we collect.

The personal information collected via the above channels may include some or all of the following about you (and others if their personal information is provided by you):

- (a) full name, postal address, date of birth, telephone number;
- (b) email address, banking & payment details, Employment details;
- (c) Current housing details, dispute resolution information;
- (d) image data, voice recordings;
- (e) identification information (such as passports, drivers' licences or NI number, national identity cards).

We are a "data controller" for the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679 (GDPR). This means that we are responsible for, and control the processing of, the personal information you provide to us.

Security of your personal data

We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage. The data you provide to us via our website is protected using SSL (Secure Socket Layer) technology. SSL is the industry standard method of encrypting personal information so that they can be securely transferred over the Internet.

Sharing your personal data.

We may also share your personal data with the following third parties for the purpose described in this Privacy Policy:

- (i)** Government authorities, law enforcement bodies, various government departments, and regulators for compliance with legal requirements;
- (ii)** Trusted service providers we are using to run our business such as credit reference agencies, banks, The land registry, any associated company, cloud storage & service providers as well as e-mail marketing service providers to assist with our very occasionally marketing surveys and campaigns.
- (iii)** Legal and other professional advisers, in order to enforce our legal rights in relation to our contract with you;