

PRIVACY POLICY

1. Introduction

This Privacy Policy describes how **Amanda Roberts**, located at **118 Station Road, Chingford, London E4 6AB, United Kingdom**, collects, uses, and discloses your personal information when you use our website <https://amandaroberts.co.uk/> (the “Service”).

You can contact us regarding this policy at:

- **Email:** zoe@amandaroberts.co.uk
- **Phone:** 020 8529 6868

By accessing or using the Service, you agree to the collection, use, and disclosure of your personal information in accordance with this Privacy Policy. If you do not agree with this Policy, please do not access or use the Service.

2. Updates to This Policy

We may update or modify this Privacy Policy from time to time without prior notice. Any changes will be posted on this page with an updated effective date. The revised Policy will take effect **180 days** after being posted on the Service, unless otherwise stated. Your continued use of the Service after that date will signify your acceptance of the revised Policy. We encourage you to review this page periodically to stay informed about how we protect your information.

3. Information We Collect & How We Use Your Information

We may collect and use the following types of personal information about you:

Contact details: Your name, postal address, email address, telephone number, and company details (if applicable).

Identity verification information: At least one form of photographic identification (such as a passport, driving licence, or national identification card) and one document providing proof of residence (such as a recent utility bill).

Nationality and immigration information: Your nationality, immigration status, and information from related documents (e.g., passport, visa, or residency permit), particularly if you are a potential tenant applying for a tenancy.

Anti-Money Laundering (AML) and Counter-Terrorist Financing checks: Information required to enable us to conduct electronic AML and compliance checks in accordance with legal requirements.

Property preferences and requirements: Information relating to the property you wish to buy or rent through our services. This may include details that allow us to send you suitable property listings and updates to assist with your search.

4. Securing Your Personal Information

The security of your personal information is important to us. We implement appropriate technical and organisational measures to protect your information against unauthorised access, loss, misuse, disclosure, alteration, or destruction. These measures include secure servers, firewalls, encryption, and restricted access to personal data.

However, while we take all reasonable precautions to safeguard your information, no method of transmission over the Internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security. Any transmission of personal information is at your own risk.

5. Marketing Communications

We may use your personal information to send you updates—by email, telephone, SMS, or post—about our services. These updates may include exclusive offers (such as free market appraisals of your property), information on current market trends, or details of properties that may be of interest to you. We have a legitimate interest in processing your personal information for marketing purposes (see the section above, ‘Information We Collect & How We Use Your Information’). This means we do not usually require your consent to send you marketing communications. However, where consent is required, we will request it separately, clearly, and before sending any such communications.

6. Cookies

A cookie is a small text file that a website places on your device to store information. Cookies help us distinguish one visitor’s browser from another and can be used to remember user preferences or login details to improve your browsing experience.

You can choose to refuse or disable cookies through your browser settings. However, please note that doing so may prevent you from accessing certain parts of the website or reduce its functionality.

Cookies used on this website do **not** store or pass on any personally identifiable information.

7. Your Rights

Depending on the laws that apply to you, you may have the following rights regarding your personal information:

- **Right of access** – to request a copy of the personal data we hold about you.
- **Right to rectification** – to request correction of any inaccurate or incomplete personal information.
- **Right to erasure** – to request deletion of your personal information where there is no lawful basis for us to continue processing it.
- **Right to restriction of processing** – to ask us to limit the way we use your personal information.
- **Right to object** – to object to our processing of your personal information in certain circumstances, including for direct marketing purposes.
- **Right to data portability** – to request that we transfer your personal information to another organisation or directly to you, where technically feasible.

- **Right to withdraw consent** – where processing is based on your consent, you may withdraw it at any time.
- **Right to lodge a complaint** – to raise a complaint with a data protection authority, such as the **Information Commissioner's Office (ICO)** in the UK, if you believe your rights have been infringed.

To exercise any of these rights, please contact us at **zoe@amandaroberts.co.uk**. We will respond to your request in accordance with applicable data protection laws.

You may also **opt out of receiving direct marketing communications** or from any profiling carried out for marketing purposes by contacting us at the same email address.

Please note that if you choose not to provide certain personal information or withdraw consent for us to process it, we may be unable to provide some services that rely on that information.

8. Consent

By using this website, you consent to the collection, use, and processing of your personal information in accordance with this Privacy Policy.

If you do not agree with this Policy, please do not continue to use our website.

You have the right to withdraw your consent at any time and to request that we delete any personal data we hold about you, where applicable. To do so, please contact us at **zoe@amandaroberts.co.uk**.

