

Privacy notice

Charles Bycroft & Co Limited is aware of its obligations under the General Data Protection Regulation (GDPR) and domestic data protection legislation and is committed to processing your data securely and transparently. This privacy notice sets out, in line with current data protection obligations, the types of data that we hold. It also sets out how we use that information, how long we keep it for and other relevant information about your data.

This notice applies to:

- Customers (including sellers, buyers, landlords, tenants, applicants, guarantors and contractors)
- Current and former employees and workers
- Job applicants

Data controller details

The Organisation is a data controller, meaning that it determines the processes to be used when using your personal data. Our contact details are as follows: Charles Bycroft & Co Limited, 14 Regent Street, Great Yarmouth NR30 1RN.

We are regulated for anti-money laundering (AML) purposes by HMRC for estate agency activity.

Data protection principles

We process personal data in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. In relation to your personal data, we will:

- process it fairly, lawfully and in a clear, transparent way
- collect your data only for reasons that we find proper for the course of your employment/service delivery in ways that have been explained to you
- only use it in the way that we have told you about
- ensure it is correct and up to date
- keep your data for only as long as we need it
- process it in a way that ensures it will not be used for anything that you are not aware of or have consented to (as appropriate), lost or destroyed.

Types of data we process

We hold many types of data, depending on your relationship with us, this may include:

Customers:

- **Identity & contact:** name, date of birth, previous/current addresses, email, phone, nationality, titles, photographs or video (CCTV), signatures.
- **Verification/KYC (AML):** copies of passports/ID cards, driving licence, visa/right-to-reside, utility bills, source-of-funds/source-of-wealth information (e.g. bank statements, payslips), PEP/sanctions screening results.
- **Property & transaction:** ownership details (including Land Registry info), marketing preferences, offer details, chain information, tenancy applications, tenancy agreements, deposit details, inventories, maintenance reports, insurance details, EPCs, safety certificates.
- **Financials:** fees and payments, rent and deposit payments, arrears, affordability/credit checks and referencing results (including employment and landlord references), guarantor information.
- **Communications & usage:** emails, call recordings (where used), web forms, viewing feedback, complaints, redress information.
- **Special category data (rare):** only where relevant and provided by you (e.g., health information for reasonable adjustments during viewings/tenancies).

Sources: directly from you; from joint applicants/guarantors; your solicitor/conveyancer; referencing/credit agencies; ID verification providers; former landlords/employers; publicly available sources (e.g. Land Registry); property portals; contractors; and law enforcement/regulators where required.

Employees & Job Applicants:

- **Personal & Contact:** name, address, date of birth, email address, phone numbers, your photograph, dependants, next of kin and their contact numbers
- **Employment & HR:** CVs, references, employment history, education and qualifications, right-to-work, NI number, tax codes, payroll/bank details, pension details, training, performance, appraisals, disciplinary/grievance records, leave and absence data and other terms and conditions relating to your employment/engagement with us.
- **Monitoring & security:** CCTV, building access logs, IT logs (acceptable use), driving licence details where roles require driving.
- **Special category data:** health/medical/occupational health (e.g. fitness for work, reasonable adjustments), equal opportunities data (race/ethnicity, religion/belief, sexual orientation, gender) held and used under strict conditions for equal opportunities monitoring.
- **Criminal records data:** only where the role requires it and lawful to do so.

Sources: you; recruitment agencies; referees; background screening providers; right-to-work checking tools; occupational health; training/qualifications providers.

Why we process and use your data

The law on data protection allows us to process your data for certain reasons only.

For Customers:

- **Provide our services:** list, market and manage property; arrange viewings; handle offers; progress sales/lets; manage tenancies; arrange repairs; collect and protect deposits; manage rent and accounts.
- **Comply with legal obligations:** AML identity checks; PEP/sanctions screening; right-to-rent; tenancy deposit protection; safety and compliance; responding to regulators/law enforcement; tax and accounting
- **Run and improve our business:** record-keeping; supplier management; prevention and detection of fraud; handling complaints/claims; defending legal rights
- **Direct marketing:** updates on similar services and relevant property information. Legitimate interests for existing customers (soft opt-in under PECR) and Consent for others. You can opt out at any time.
- **Special category data:** e.g., health is processed only where necessary and lawful, including explicit consent or substantial public interest, e.g. assisting vulnerable customers.

For employees & applicants:

- **Recruit & employ:** in order to perform the contract or employment contract that we are party to (hiring, paying, salary, managing absence, performance etc)
- **Meet legal obligations:** in order to carry out legally required duties, right to work, tax/NI, health & safety, equality monitoring, statutory leave/pay
- **Manage our business:** workforce planning, IT, security, training, carrying out our legitimate interests
- **Obtain occupational health advice/reasonable adjustments:** to protect your interests and where needed.
- **Criminal records data** (if required for the role): Under our obligation and/or substantial public interest in line with UK law. We will tell you when this applies.

If you do not provide your data to us

If you do not provide information we need to perform a contract (e.g. identity documents to list/sell or let/rent a property; proof of funds; references) or to comply with law (e.g. AML checks, right-to-rent/right-to-work), we may be unable to proceed with the service or employment.

Sharing your data

Your data will be shared with employees within the Organisation where it is necessary for them to undertake their duties. We also share your data with third parties where third parties act on our behalf to process data on our and your behalf.

We share data only where necessary and with appropriate safeguards:

- **Professional parties to a transaction or tenancy:** landlords/tenants, applicants/guarantors, other estate agents involved in the chain, conveyancers/solicitors, mortgage brokers/lenders, surveyors/valuers, EPC and safety assessors, deposit protection schemes, inventory clerks, referencing/credit agencies.
- **Compliance and verification:** AML/KYC and ID-verification providers; PEP/sanctions screening services.
- **Operational service providers:** property management/maintenance contractors, out-of-hours services, utility/broadband switching (where requested), property portals, software/CRM providers, call recording/telephony, email and document storage, payment processors and banks, insurers.
- **Regulators and redress:** HMRC (including AML supervision), law enforcement, the Courts, the Information Commissioner's Office, The Property Ombudsman (or our redress scheme), Client Money Protection scheme, ICO-registered auditors/professional advisers.
- **HR/payroll (employees):** HR advisors, payroll and pension providers, benefits providers, occupational health, training/accreditation bodies.

Where we use third parties to process personal data on our behalf, we have written contracts in place requiring them to keep data secure and only use it per our instructions.

We do not sell your personal data.

We do not share your data with bodies outside of the European Economic Area.

Protecting your data

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such.

We use technical and organisational measures appropriate to the risk, including access controls, encryption in transit where appropriate, secure storage, staff training, and contractor due diligence. Physical premises may use CCTV for security and safety.

How long we keep your data for

In line with data protection principles, we only keep your data for as long as we need it. Retention periods can vary depending on why we need your data, as set out below:

Customers:

Record Type	Retention Period
AML customer due diligence (CDD) (ID, verification, PEP/sanctions checks, source-of-funds)	5 years from the end of the business relationship/transaction (unless law requires longer or we must retain to establish/defend legal claims).
Sales transaction files (offers, memo of sale, correspondence)	6 years from completion.
Lettings/management files (applications, tenancy agreements, deposits, inventories, repairs)	6 years from end of tenancy/management.
Deposit records	Minimum 3 years from end of tenancy (or as required by the scheme) and up to 6 years for claims defence.
Marketing enquiries	2 years from last meaningful contact (or until you opt out).
Call recordings/CCTV	Usually 30–90 days, unless needed for an investigation/claim.

Employees & Applicants:

Record Type	Retention Period
Personal details, contracts, performance reviews	For the duration of employment and up to 6 years after employment ends
Payroll and PAYE records (including SSP, SMP, SPP, adoption/shared parental leave records)	3 years after the end of the tax year
Working time records (hours, holiday)	For the duration of the employment and then 2 years from the date they relate to after employment ends.
Accident Records	3 years from the date of the incident.
Recruitment records	12 months

Note: Retention may be extended where needed to establish/exercise/defend legal claims, deal with complaints, or where law requires.

Marketing

We may send marketing about our services to existing customers (you can opt out at any time) or to others where we have your consent. We won't share your details with third parties for marketing without your consent.

Your rights in relation to your data

The law on data protection gives you certain rights in relation to the data we hold on you:

- **the right to be informed.** This means that we must tell you how we use your data, and this is the purpose of this privacy notice
- **the right of access.** You have the right to access the data that we hold on you. To do so, you should make a subject access request.
- **the right for any inaccuracies to be corrected.** If any data that we hold about you is incomplete or inaccurate, you are responsible for letting us know so we can correct it
- **the right to have information deleted.** If you would like us to stop processing your data, you have the right to ask us to delete it from our systems where you believe there is no reason for us to continue processing it
- **the right to restrict the processing of the data.** For example, if you believe the data we hold is incorrect, we will stop processing the data (whilst still holding it) until we have ensured that the data is correct
- **the right to portability.** You may transfer the data that we hold on you for your own purposes
- **the right to object to the inclusion of any information.** You have the right to object to the way we use your data where we are using it for our legitimate interests
- **the right to regulate any automated decision-making and profiling of personal data.** You have a right not to be subject to automated decision making in way that adversely affects your legal rights.

Where you have provided consent to our use of your data, you also have the unrestricted right to withdraw that consent at any time. Withdrawing your consent means that we will stop processing the data that you had previously given us consent to use. There will be no consequences for withdrawing your consent. However, in some cases, we may continue to use the data where so permitted by having a legitimate reason for doing so.

If you wish to exercise any of the rights explained above, please contact Daniel Bycroft.

Making a complaint

You can complain to us directly using the contact above. You also have the right to complain to the Information Commissioner's Office (ICO) ico.org.uk.

Changes to this notice

We may update this notice from time to time.