

# Privacy Policy

## **Introduction**

Ainsworth Hurst Ltd T/a HDAK Ltd is committed to respecting your privacy. The purpose of this Privacy Policy is to explain how we use any personal data we collect about you, the rights you have over any personal data we hold about you, and to tell you about the policies and procedures that we have in place to respect your privacy and keep your personal data secure. This Privacy Policy applies to you if you use any of our products or services (our “Services”).

This Privacy Policy is effective from 25<sup>th</sup> May 2018. Please read carefully. We recommend that you print and save a copy of this and any future versions for your records.

## **Who we are**

Ainsworth Hurst Ltd, t/a HDAK Ltd. When we refer to “we” or “our” or “us”, we are referring to Ainsworth Hurst Ltd t/a HDAK Ltd.

Company Registration Number: 2240932 England & Wales.

Registered Office: Chandler House, 7 Ferry Road Office Park, Riversway, Preston, PR2 2YH.

Head Office: Unit B2, Pittman Court, Pittman Way, Fulwood, PR2 9ZG.

Email: [accounts@hdak.co.uk](mailto:accounts@hdak.co.uk) [reception@hdak.co.uk](mailto:reception@hdak.co.uk)

Telephone: 01772 664902      01772 652652

If you have any comments or questions about this Privacy Policy or our data processing practices, please address them to any of the above email addresses or telephone numbers.

## **What we do**

A well-established Preston-based commercial property agent, HDAK offer Clients a complete, comprehensive and highly professional suite of property services.

Founded in 1991, the two company directors, Martin Ainsworth and Mark Hurst, bring with them over 50 years of combined experience in the commercial property sector - much of it acquired in the north-west. Together with their dedicated HDAK associates, the team is able to advise and assist clients in every aspect of property acquisition, sales, lettings and management:

- Sales & Lettings
- Property Management
- Lease Renewals
- Rent Reviews
- Rating Appeals
- Valuations

### **The categories of personal data we collect and use**

The categories of personal data we collect and use include:

Title;

Name;

Company;

Postal address;

Email address;

Telephone number;

Mobile telephone number;

Bank account details (for payments to suppliers & refunds);

Information about the Services we provide to you (including, for example, what we have provided to you, when and where and how much you paid);

Information you provide to us when you contact us by telephone, email or post;

Other personal data which you may disclose to us when you use our Services at any time.

### **Sources of personal data**

We will receive your personal data when you provide them to us yourself or when you use or purchase one or more of our Services.

### **How we use your personal data**

All personal data that we obtain about you will be used in accordance with the current data protection law and this Privacy Policy. We, or third-party data processors acting on our behalf, will process your personal data as follows:

As necessary, to perform a contract with you, such as a contract to process an order from you for one or more of our Services including, where applicable, taking payment and carrying out fulfilment and delivery.

As necessary, to comply with legal obligation, for the following purposes:

Where you exercise your rights under data protection law and make requests; and

To comply with any legal obligation, any lawful request from government or law enforcement officials.

As necessary, for our legitimate interests in providing the Services and ensuring they operate safely, securely and in a commercially suitable way which is tailored to use and interests, for the following purposes:

To provide you with the Services;

To verify your identity for security purposes;

To ensure the security of our websites, mobile applications and other technology systems;

For the good governance of our business, including keeping financial records, to allow us to pay suppliers and to charge, invoice or refund customers;

To record and investigate health and safety and other incidents which have happened or may have happened;

To provide you with information about our Services, to contact you about administrative matters, and to manage and respond to any queries or complaints you make or any correspondence you sent to us;

For the purposes of marketing our Services and goods, including sending marketing communications.

### **Sharing your personal data**

We will share your personal data with the data processors that help us to provide the Services. Any data processors with whom we share your personal data are limited (by law and by contract) in their ability to use your personal data for any purpose other than to provide services for us. We will always ensure that any data processors with whom we share your personal data are subject to privacy and security obligations consistent with this Privacy Policy and applicable laws.

We will also disclose your personal data to third parties in the following circumstances:

If we sell or buy any business or assets, we may disclose your personal data to the prospective seller or buyer of such business or assets;

If we (or substantially all our assets) are acquired by a third party, in which case personal data held by us will be one of the transferred assets;

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation;

To protect the rights, property, or safety of us, our customers or other persons.

Save, as expressly detailed above in this section, we will never share, sell or rent any of your personal data to any third party without notifying you and/or obtaining your consent.

### **International transfers of your personal data**

Your personal data will not be transferred or processed in a location outside of the United Kingdom.

### **How long do we keep your personal data?**

We will normally retain your personal data for as long as you use our Services and for up to six years after your last use of our Services.

We will retain your personal data for longer if we believe we may need them in order to respond to any claims, to protect our rights or the third party, and we will retain your personal data for longer if we are required to retain them in order to comply with applicable laws.

We will always retain your personal data in accordance with data protection law and never retain your personal data for longer than is necessary.

### **Your rights**

You may contact us by email at any time, to:

Request that we provide you with a copy of the personal data which we hold about you;

Request that we update any of your personal data which are inaccurate or incomplete;

Request that we delete any of your personal data which we are holding;

Request that we restrict the way that we process your personal data;

Request that we provide your personal data to you or a third-party provider of services in a structured, commonly used and machine-readable format;

Object to us processing personal data based on our legitimate interests;

Object to us processing your personal data for direct marketing purposes.

Your request must include your name, email address and postal address and we may request proof of your identity. Please allow 28 days for us to process your request.

### **Withdrawing your consent**

Where we are processing your personal data based on your consent, you may change your mind and withdraw your consent at any time.

You can also withdraw your consent to receive marketing communications or any other consent you have previously provided to us by contacting us by email.

The consequence of you withdrawing consent might be that we cannot do certain things for you.

### **Right to lodge a complaint with a supervisory authority**

If you have any complaints about the way we use your personal information, please contact us by email and we will try to resolve the issue. If we cannot resolve the issue, you will have the right to complain to a supervisory authority for data protection matters. The Information Commissioners Office (ICO) is an independent authority and the UK's supervisory authority for information rights for the UK. For further information please visit [www.ico.org.uk](http://www.ico.org.uk)

### **How do we protect your personal data?**

We use industry standard technical and organisational security measures to protect your personal data. We keep your personal data secure by implementing policies, procedures and access controls so that only authorised members of our staff or authorised third parties can access your personal data. We protect our information technology systems with firewalls and anti-virus and anti-malware software and other information security technology solutions.

We cannot guarantee the security of your personal data when you transmit it to us. For example, if you email your personal data, you should be aware that email is not a secure transmission method. As such, you acknowledge and accept that we cannot guarantee the security of your personal data transmitted to us and that any such transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to prevent unauthorised access.

### **Links to other websites and mobile applications**

We sometimes provide you with links to other websites or mobile applications, but these websites and mobile applications are not under our control. We are only responsible for the privacy practices and security of our Services. We are not responsible for the privacy policies, content or security of any linked websites or mobile applications. We recommend that you check the privacy and security policies of each and every website and mobile application that you visit.

### **Changes to our Privacy Policy**

We reserve the right to change our Privacy Policy from time to time. Such changes will be posted on our website [www.hdak.co.uk](http://www.hdak.co.uk) so that we can keep you informed about how we process your personal data. We recommend that you consult our website frequently so that you are aware of our latest Privacy Policy and can update your preferences if necessary. Your continued use of our Services shall constitute your acceptance of any revised Privacy Policy.