



L A PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

L A Property Discovery: Privacy Policy

Our contact details

L A Property Discovery Limited registered number 12679118 and address 58 Beech Road, Chorlton, Manchester, M21 9EG, 0161 510 9555. You may contact us at Homes@lapropertydiscovery.co.uk

Website: www.lapropertydiscovery.co.uk

This privacy notice is provided in order to keep you informed of how we handle your personal data which is done in compliance with the UK Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 (“Data Protection Legislation”). The terms "Personal Data", "Special Categories of Personal Data", "Personal Data Breach", "Data Protection Officer", "Data Controller", "Data Processor", "Data Subject" and "process" (in the context of usage of Personal Data) shall have the meanings given to them in the Data Protection Legislation. "Data Protection Lead" is the title given to the member of staff leading our data protection compliance programme in lieu of a requirement for a Data Protection Officer.

This Notice might be helpful to understand your rights under the Data Protection Legislation:

- The right to be informed of how your Personal Data is used through this notice
- The right to access any personal data held about you
- The right to withdraw consent at any time by emailing homes@lapropertydiscovery.co.uk
- The right to have removed where it cannot be justified that the information held satisfies any of the criteria outlined in this policy or where you have requested withdraw of consent
- The right to refuse or halt direct marketing purposes where it is likely to cause you or another damage
- The right to object to processing that results in decisions being made about you by automated processes and prevent those decisions being enacted.

Date: 28/04/2023



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

To exercise your right to access any personal data held about you please contact homes@lapropertydiscovery.co.uk. Please title the request as “Subject Access Request”. You will be required to provide proof of your identify by providing a photocopy of your passport and/or driving licence. The information will then be provided to you within 30 days of your written request, unless our Data Protection Officer considers your request to be unfounded or excessive. Should this be the case, you will be provided with our reasonable administrative costs associated with your request along a time expectation. You will then be permitted to consider your request further before proceeding.

The type of personal information we collect:

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
 - First name, maiden name, surname, username or similar identifier, marital status, title, date of birth, gender
 - Billing address, delivery address, email address and contact telephone numbers
 - Customer financial information to include bank account details
 - Transaction Data concerning details of payments to and from you, and other details of products and services you have engaged with us
 - Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone and location, browser plug-in types and operating system, platform and other technology on the devices you use to access this website.
 - Profile Data to include your username and password, purchases or orders made by you, your interests, preferences, feedback and survey preferences and responses.
 - Usage Data is information about how you use our website and products/services
-
- Marketing and Communications Data includes your chosen preferences on receiving marketing from us directly along with our third parties, to include your communication preferences.
 - We may also collect and use, share Aggregated Data which may include statistical or demographic data. Aggregated Data may be derived from your personal data

Date: 28/04/2023



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

but is not consider personal data in law as this data does not directly or indirectly reveal your identity.

- Please note that we do not collect any Special Categories of Personal Data about you to include details about your race or ethnicity, religious beliefs, sexual orientation, political views. Nor do we collect information about criminal convictions or offences.
- Employment and financial data may be requested to qualify your application or offer of purchase.
- Next of kin details are requested in some applications for cases of emergency.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Valuation request
- Property application or offer of purchase
- Mortgage advice

We also receive personal information indirectly, from the following sources in the following scenarios:

- References – Property application
- Employers - Property application
- Guarantor information where applicable
- Solicitors

We use the information that you have given us in order to process your property application, provide you with property availability updates,

We may share this information with solicitors, landlords, vendors, purchasers, our marketing platform(s), referencing and credit agencies, contractors, Alto Vebra

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting homes@lapropertydiscovery.co.uk

(b) We have a contractual obligation.



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

(c) We have a legal obligation.

(d) We have a vital interest.

(e) We have a legitimate interest.

Title Reference	Categories of information we process about you	Why we process your data	Where we obtained your personal data from
B2B Marketing	Identify information and data Contact information/data	Direct marketing to include current clients, previous and prospective customers and clients. This lawful processing of data on the basis of our legitimate interest	This information will be directly obtained from you or by referrals from current clients/contractors/suppliers and partners
Fraud Prevention	Identity information and data Transaction details and data	In order to combat fraud, we will share information of clients who have instructed for a payment to us to be cancelled without first discussing or informing us of the reason nor requesting a refund. This is a lawful process on the basis of protection of your, or another's interest	This personal data is obtained directly or indirectly through a clients website whereby notice will be provided at the point of collection.
Analytics	Technical information and data Usage of this information and data	This is processed so that we can understand how you use our website and reach out to us. In addition how long you spend on our website so that we	This personal data is obtained directly or indirectly through a clients website whereby notice will be provided at the point of collection.

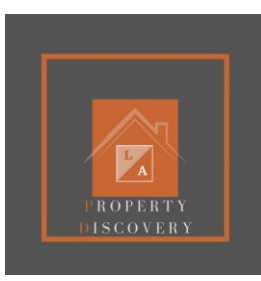


LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

		may analyse our services and improve. This is a lawful process on the basis of our legitimate interests	
Contact Submission	Identify Information and Data Contact information and Data	Information you send to us by posting on a forum or platform to include a blog, we will store this information in order for it to be available for viewing on the website. Your consent is obtained at the time of posting and also via reference to this notice. This process is conducted lawfully on the basis of “your consent”.	This personal data is obtained directly or indirectly through a clients website whereby notice will be provided at the point of collection.
Direct Contact via Telephone Calls	Identify Information and Data Contact Information and Data	We may record telephone calls for training of our staff and / or for auditing purposes. We do also collect Caller Identification Information. This information and data is used to help improve the efficiency and accountability of our customer services. This process is conducted lawfully on the basis of “our legitimate interests”.	This information is obtained directly



L A PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

Email and website contact	Identify Information and Data Contact Information and Data	If you contact us via email to any of our email address, or via our website, we will use the information that you send in order to reply and respond to your email query or complaint. This information will be kept in order to improve our service to you. This processing is conducted lawfully on the basis of “our legitimate interests”.	This personal data is obtained directly or indirectly through a clients website whereby notice will be provided at the point of collection.
Consumer Marketing	Identify Information and Data Transaction Data Marketing and Communication Data	When you make a purchase/transaction with us, we will add your contact details to our marketing list and you will be sent information that we consider might be of interest to you. This process is conducted lawfully on the basis of “our legitimate interests”	Directly obtained from you

What Are L A Property Discovery Limited “Legitimate Interests”?

Legitimate Interests are a flexible basis upon which the law permits the processing of an individual’s personal data. To determine whether LA Property Discovery Limited have a legitimate interest in processing your data, we weigh up the needs and benefits to us as a company against any risks and benefits for you of us processing your data. This balancing is carried out as objectively as possible by our Data Processing Lead. You are entitled to object to our processing of your data at which we will consider to what extent this affects whether we have a legitimate interest. If



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

you would like further clarity on our legitimate interest please contact
homes@lapropertydiscovery.co.uk

Date: 28/04/2023



L A PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

How we store your personal information

Your information is securely stored. All software is password protected and any paper documents are stored in a locked safe room.

We keep personal information about you as highlighted within the section above “The type of personal information we collect”. Information is kept for different periods of time. We do try to minimise the amount of personal data that we hold and for the length of time held for.

If consent is the basis for our lawful processing of your information and data, then we will retain the same so long as the purpose for which it was obtained, and consent are still valid.

We may on occasion identify a legitimate interest in retaining some of your personal data that has been obtain by consent. If we do we will inform you that we intend to retain it under these conditions and identify the interest specifically.

Identity, contact and transaction data are held indefinitely which is subject to objection by the individual, or the individuals having left our clients business. This is done so to provide a superior service to returning customers.

If we process your data and information on the basis of legitimate interest, we will retain your data for as long as the purpose for which it was collected and processed remains active.

All personal data and information are held by us because they are essential to the performance of a contract. The information is kept no longer than 6 years as determined by reference to the Limitations Act 1980 for the purposes of exercising or defending legal claims. We will then dispose of your information by permanent deletion from our software and shredding professionally of any paper copies where applicable.

L A Property Discovery Limited passes your data to the third parties listed in the section “Third Party Interests” for the purpose of providing our services to you and for no other purpose.



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at 58 Beech Road, Chorlton, Manchester, M21 9EG, 0161 510 9555. You may contact us at Homes@lapropertydiscovery.co.uk if you wish to make a request.



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

Name of Third-Party Controller	What processing are we performing for them?
HMRC, regulatory authorities or other authorities	We are joint Controller with these authorities who require reporting of processing in some situations
Postal and Courier Providers	Where these providers act as Data Controller, we are joint Controller with them for the purposes of sending you physical documents or keys

Our Data Processors

Name of Third-Party Processor	Purposes for Carrying out Processing
Brief Your Market	Software and System Providers, Website Hosts, and analytics platform providers
Property Vendors and Landlords	Purchase, sale, letting and rental of property
Contractors	Property Maintenance and Repairs
Alto Vebra	CRM Platform/software
Assured Sales Progressions	Solicitor referrals and AML Checks



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

Solicitors	Conveyancing Purposes and debt collection
Go To Group	Mortgage advisors, solicitors, and surveyors
Google	Property Details Only
Rightmove	Property Portal – Property details only
Goodlord	Property Application Process to include referencing and credit checks
Leadpro	Online Valuation Form
Facebook/Instagram/Twitter	Property details only

LA Property Discovery does not perform any automated decision based on your personal information and data

Our Use of Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit a web site. They are generally used to enable websites to work more efficient as well as provide information to the owners of the sites you visit.

We may request the return of information from your computer when your browser requests a web page from our server. Cookies enable our web server to identify you to us and to track your actions and the pages you visit whilst you are using our website. The cookies we use may last for a single visit to our website and then delete when you close your



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

browser, or they may remain on your computer until you delete them or until a period as elapsed.

Your browser software enables you to disable cookies however we recommend that you allow the use of cookies in order to benefit from the features of our website that will rely on their use. If you prevent the use of cookies you will not be able to use the full function of our website. Here are some examples of the way we use cookies:

- Record whether you accept the use of cookies on our website in compliance with the law. If you choose not to use cookies, then we will not use cookies for your visit to our website however unfortunately our site will not work well for you.
- To permit essential areas of our website to operate for you.
- To operate our content management system
- To operate any online notification form. The form you use to contact us for any reason.
- To enhance security on our contact form. It is set for use only through the contact form and is deleted when you close your browser.
- To collect information about how visitors use our website. This information is used to improve your experience of our site and to enable us to increase sales. Information is collected anonymously, including the number of visitors to the site, where the visitors have come from and the pages they have visited on our website.
- To store your information so that we do not have to ask you to provide it again.
- To enable you to watch videos we have place on YouTube. YouTube will not store personal identifiable information when you use YouTubes privacy-enhanced mode.



LA PROPERTY DISCOVERY

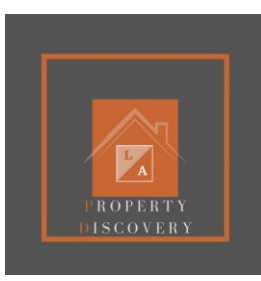
58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

What happens if I refuse to give L A Property Discovery Limited my personal data/information?

The information and data that we collect about you is to enable us to form a contract with you so that we may fulfil our obligations to you. Without this information we are unable to enter into a contract with you to provide the services we offer. If we are already processing your personal information and data under a contract and you wish to withdraw this consent, then you must end our contractual relationship as and where permitted, in order to exercise some of your rights.

We process some personal data and information as part of a contractual relationship with a Data Controller. Any requests to restrict this type of processing should be forwarded in writing to the Data Controller and they will be responsible for discussing your concerns with you and making any decisions.



LA PROPERTY DISCOVERY

58 Beech Road, Chorlton, Manchester, M21 9EG

0161 510 9555

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at 58 Beech Road, Chorlton, Manchester, M21 9EG, 0161 510 9555. You may contact us at Homes@lapropertydiscovery.co.uk

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>