



Siden Properties Ltd. Privacy Notice

Siden Properties Limited is a company incorporated and registered in England and Wales under company number 13743048 whose registered office is at C/O Sobell Rhodes Llp, The Kinetic Centre Theobald Street, Elstree, Borehamwood, Hertfordshire, United Kingdom, WD6 4PJ.

We are hereafter referred to as "Siden", "us", "we" or "our".

In this statement, any reference to "you" or "your" refers to anyone whose personal information we process.

1. Introduction

Siden is committed to protecting your privacy, and this Privacy Statement governs our use of your personal information. If there are any changes to how your personal information is used, this Privacy Statement will be updated.

In all cases, we will treat your personal information as confidential and in accordance with applicable data protection legislation and your personal information will only be shared with others in accordance with this Privacy Notice.

2. What personal information we collect and why

To provide our services, we will collect your full name and necessary contact details including your phone number, email address and address.

Depending on the service we provide you, we may also collect additional personal information as detailed in the table below;

Personal information we may collect	Why we collect it
Full name, postal address, phone number, email address, date of birth, gender, nationality, marital status and details of your requirements	To provide the services required for your rental To offer alternative properties related to your search criteria
Previous names, mother's maiden name, previous addresses, information about your status and dependants	To carry out referencing and credit checks and the results of those checks
Employment details, bank details and credit history and tax status	To enable you to create and manage accounts or associated authentication criteria (such as ID logins and passwords)
Information related to complaints and compliments	To provide customer surveys

Proof of identity to include, but is not limited to, passports driving licence and address documents	To carry out right to rent checks
Your bank account details or payment card information	Processing payments and transactions including billing, accounting and credit checks and related dispute resolution activities
Proof that you have sufficient funds to support your tenancy	To ensure you are able to pay the required amount of deposit
Financial information for example, a copy of your bank statement	To provide evidence of the source of funds you will be using to pay your tenancy
Records and meetings and decisions	For audit purposes
IP address, browser type, operating system, URL information	To improve our services provided to customers through insight

We may, during the course of your relationship with us, request additional information from you which is relevant to the provision of a specific service.

3. How we collect your personal information

Direct interactions – personal information you disclose when you fill in forms, and surveys or correspond with us by post, phone, email, live chat, web, social or otherwise.

Indirect interactions – personal information you disclose to third parties such as, but not limited to, your employer, next of kin or property websites.

4. How we use your personal information

We will process the information you provide to provide you with services related to property transactions from us.

Under data protection legislation we are only permitted to use your personal information if we have a legal basis to do so. We rely on the following legal basis to process and use your information:

- **Performance of a contract** – this is where the collection and processing of your personal information is necessary for the performance of a contract to which you are a party, or in order to take steps at your request prior to entering a contract.
- **Legitimate interest** – some personal information is processed by Siden as part of its legitimate interest which includes, updating customer details, sales and providing services related to property transactions.



- **Consent** – where we process personal information under consent, we will seek your unambiguous consent before processing your data.

5. Who do we share your personal information with?

We will share personal information with governmental organisations, law enforcement authorities and courts, tribunals and arbitrators as may be required from time to time to comply with legal obligations.

Where we engage third-party service providers to provide services on our behalf, we provide them only with the personal information they need to perform the service we requested. This includes IT systems providers as well as third-party referencing or screening agencies.

We may disclose your information to third parties listed below for the purposes listed below:

Third Party	Why we share it
Estate agents and parties involved in the letting of a property	To support renting progression
Referencing companies, Credit and Risk agencies a list of which are available on request	To run automatic checks on your creditworthiness and to help prevent fraud
Debt collection companies	To assist us in recovering any monies which are owned and overdue
Law enforcement bodies including the police, HMRC and local authorities	To comply with court orders or legal obligations
The Property Ombudsman	Where they are providing a dispute resolution service in connection with letting services
IP address, browser type, operating system, URL information	To improve our services provided to customers through insight
Accounting platform	To manage transactions related to rental properties, access bookkeeping services and keep track of property tax statements

Cloud software systems

To store and manage documentation related to rental properties

6. How we keep your personal information secure

The security of your personal information is extremely important to us. Therefore, we have measures in place to ensure it stays safe, is not damaged, destroyed or misused and prevents unauthorised access. Such measures include Cloud software systems and hard-copy paper files.

7. How long we keep your personal information for

We will keep your information for as long as is reasonably necessary for the purposes set out in the privacy policy and to fulfil our legal obligations.

The period may vary depending on the type of service. In certain circumstances, we have a statutory obligation to keep your personal information for a set period, for example, financial information (normally 7 years) for financial auditing purposes.

Information is always retained in line with its purpose of processing and only for as long as necessary. Usually, information is kept for 7 years after the last contact with you. However, the retention period may be extended depending upon any legal or contractual obligations Siden may be required to comply with, as well as any overriding business legitimate interests.

8. Your rights in relation to your personal information

- **Your right of access** - You have the right to ask us for copies of your personal data.
- **Your right to rectification** - You have the right to ask us to rectify personal data 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 data in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent.



If you would like to make a request to exercise any of your individual rights described in this section, please email support@siden.co.uk. Upon receipt of your request, Siden will carry out a review and a response determining our decision will be provided to you within the recommended timescales.

9. How to contact us and complaints

If you have any questions, comments or requests regarding any aspect of this Privacy Notice or how we handle your personal information, please do not hesitate to contact us by sending an email to support@siden.co.uk or writing to Siden Properties Ltd, C/o Sobell Rhodes Llp, The Kinetic, Centre Theobald Street, Elstree, WD6 4PJ.

The ICO Registration number of Siden is ZB726163.

If you have any questions regarding a subject access request, please contact support@siden.co.uk.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

Privacy Notice Last Updated Date

30 July 2024