**LINFOOT COUNTRY HOMES LTD – PRIVACY NOTICE**

**What this Privacy Notice covers**

In this notice reference to ‘the Company’, ‘we’, ‘our’ or ‘us’ mean Linfoot Country Homes Ltd.

Linfoot Country Homes Ltd complies with data protection law. We are committed to respecting your privacy rights. We undertake to handle your data fairly and legally at all times and are dedicated to being transparent about what data we collect from you and how we may use such data. The Company is a data controller and a data processor under the data protection rules.

This Privacy Notice explains how and why we collect personal data, the types of personal data we collect and how it is used, stored, shared and secured. We will gather and process your personal information in accordance with this Privacy Notice and in compliance with the relevant data protection regulation and law.

By using our website or otherwise providing your personal information to us, you agree to the collection, use and sharing of your information in accordance with this Notice.

If you have any queries about this notice or our use of personal data, please contact us at [info@linfoothomes.co.uk](mailto:info@linfoothomes.co.uk)

**Personal information we collect**

We may collect information from you directly

* when you call, write to or email us,
* online via our website or any mobile applications,
* when you visit one of our developments,
* when you make a reservation to purchase a property from us,
* during the course of purchasing a property from us,
* if you purchase options and extras from us

We may also collect information indirectly from an agent appointed to sell houses on one or our developments or from our solicitor appointed to act in the sale of a property to you.

The following are examples of the personal data we may collect:

* Name and postal address
* Telephone numbers
* Email address
* Housing preferences, including price thresholds
* Evidence of local connection criteria (including, where applicable, evidence of place of birth, current and previous addresses, workplace address, addresses of relevant family members)
* Financial arrangements for house purchase
* Land ownership details

**Why do we collect your personal data**

We may collect and process your personal data for a number of reasons, the legal bases for which are as follows:

* so that we may comply with any legal obligation placed on us by law;
* in order to comply with our duties and to exercise our rights under a contract with you or to take steps at your request to enter into a contract with you;
* for the purposes of the legitimate interests pursued by the Company. The legitimate interests pursued include the acquisition and development of land; the construction of dwellings; the selling of our homes; the protection of our customers and other individuals and maintaining their health, safety and welfare; handling customer contacts, queries or disputes; and fulfilling our duties to our customers, employees, shareholders and other stakeholders;
* where you have consented to the processing.

**How we may use your personal data**

We use the information we collect only in connection with the acquisition and development of land, the building and selling of our homes and the supplying of our related services. The following are examples of how we may use the personal data we collect:

* to answer your questions or respond to your requests;
* to provide you with information on a specific development which you have requested information on or have registered an interest in (including promotional information relating to that development);
* to process and manage your purchase of a property from us or our purchase of land from you;
* to provide after sales services where applicable;
* to carry out our obligations arising from any contracts entered into between you and us, including for example your purchase of a property and/or options and extras from us; or our purchase of land from you;
* to facilitate the provision of warranties with a property purchased from us;
* to monitor customer satisfaction (both on our own behalf and/or on behalf of the warranty provider) including processing customer satisfaction surveys;
* to notify utility suppliers and local authorities about your new property;

We will not process your personal data outside of the European Economic Area (EEA), as it is currently defined.

**The use of protective and pre-emptive safety features**

We use CCTV on some construction sites, for the safety of and prevention of any crimes committed against our staff, our customers, our equipment and our properties, not for other monitoring purposes.

In the event of any criminal investigations, we may be required by law, to share the data captured with the relevant authorities.

**How long will we keep your data**

We only ever retain personal information for as long as is necessary and we have retention policies in place to meet these obligations. We are required under some laws or regulations to retain your personal data for a set period of time. Where there is no legal obligation we will hold your data for 2 years, unless you opt out within this time.

Some specific areas include, but are not limited to:

* Health & safety matters– up to 40 years
* Sales of our homes and related matters – up to 15 years
* Purchases of land and related matters – up to 15 years
* Marketing matters, where a development is completed and you have not purchased a property – 1 year after completion of the development
* Other data will be held for up to 6.5 years in line with the statute of limitations

**Who has access to your data**

Your personal data will only be disclosed where appropriate to authorised individuals within the Company or authorised third party service providers engaged to perform business operations on our behalf. However, the data to which they have access will be limited only to that which is necessary for the proper performance of their function.

Where data is provided to third party service providers they are placed under an obligation of confidentiality and are given written instructions, and operate under an agreement, only to use the data for the purposes for which it is disclosed.

We may disclose your information to third parties in the following situations:

* where you have requested information on a development, and we have appointed or appoint a selling agent to manage the selling process on our behalf
* where you reserve one of our properties
* where you purchase one of our properties
* where we have agreed to purchase land from you

These third parties may include

* the appointed selling agent for a development
* the Company’s legal advisors
* the Company’s financial advisors
* the warranty provider for a development
* the local authority
* utility and service providers for the development
* relevant government agencies in connection with any government schemes in which you have indicated you wish to participate
* the managing agents for a development
* the Company’s IT consultants including those providing computerised storage facilities including cloud technology

We may also disclose your information where we are under a duty to disclose or share your personal data in order to comply with any legal obligation; in order to apply or enforce our contracts with you; or to protect our rights, property, or our safety and/or the safety of our customers, or others.

Other than for the purposes specified in this Notice or where there is a legal requirement, your personal data will not be shared without your consent. We will never sell your personal data to a third party.

**What are your rights over your personal data**

You have the right to access any personal information that we process about you and to request information about:

* What personal data we hold about you.
* The purposes of the processing.
* The categories of personal data concerned.
* The recipients to whom the personal data has/will be disclosed to.
* How long we intend to store your personal data for.
* If we did not collect the data directly from you, information about the source.

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

If you would like your personal data to be removed or the use to be amended, you have the right to request:

* your personal data to be erased (deleted) from our records;
* the use / processing of your personal data to be restricted in accordance with data protection laws;
* to be informed about any automated decision-making that we use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the relevant request; this is to ensure that your data is protected and kept secure.

We will inform you if your request is possible under current regulations and inform you to what extent your request has been processed. Where we are under legal obligation to retain your information, we will clarify the requirements around the extent of data as well as the duration we will continue to hold your personal data.

If you would like to make a request around the processing of your personal data, please contact us at [info@linfoothomes.co.uk](mailto:info@linfoothomes.co.uk)

If you wish to buy a house from us, or work with us

You are not obligated to provide your personal information to us however, as this information is required for us to provide you with our services, we will not be able to offer our products or services without it.

* As a customer or potential customer, your personal data is required as part of the reservation process and to complete the contract for sale.
* As a new employee, whether permanent or contract, your personal data is required to process your application and complete the contract of employment.

**Further details, questions, or complaints**

We hope we have provided you with plenty of information around the processing of your personal data that we undertake and the rights you have over it, however if you have any additional questions, would like more details around any of the points listed above or have a complaint, please submit any enquiries in writing to:

The Managing Director

Linfoot Country Homes Limited

The Manor House

Great Alne

Warwickshire

B49 6HR

Tel: 01789 488208

Email: [info@linfoothomes.co.uk](mailto:info@linfoothomes.co.uk)

You also have the right to lodge a complaint with the supervisory authority (the Information Commissioners Office) using their online form which can be found on their website www.ico.org.uk

**Changes to this Privacy Notice**

We may make changes to this Privacy Notice from time to time. If we make any material changes in the way we treat personal data we will update you directly, however please feel free to check this notice as you wish from time to time.