



PRIVACY & COOKIE POLICY

Privacy Policy

This Privacy Policy is issued by **My Home Lettings & Sales Limited t/a My Home** ("we", "us", "our").

Company Details:

My Home Lettings & Sales Limited

Company No: 07522140

Registered Office: 105 Junction Road, London, N19 5QX

ICO Registration Number: **ZA653451**

We are a Data Controller registered with the Information Commissioner's Office (ICO).

Legal Basis

We process personal data in accordance with:

- UK General Data Protection Regulation (UK GDPR)
 - Data Protection Act 2018
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Data We Collect

We may collect:

- Name
- Address
- Email
- Phone number
- Property details
- Financial information (where required)
- Identification documents (for AML compliance)

We may also automatically collect:

- IP address
 - Browser type
 - Device information
 - Website usage data
 - Cookies
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How We Collect Data

Directly from you:

- Website enquiries
- Phone/email communication
- Property instructions (sales/lettings)
- Forms and documents

From third parties:

- Property portals (Rightmove, Zoopla)
 - Referrals
 - Public records (e.g. Land Registry)
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How We Use Your Data

We use your data to:

- Provide estate agency services
 - Market, sell, or let property
 - Communicate with you
 - Process transactions
 - Comply with legal obligations (e.g. AML)
 - Improve our services
 - Send marketing (where permitted)
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Lawful Basis

We rely on:

- Contract
 - Legal obligation
 - Legitimate interests
 - Consent (for marketing)
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Data Sharing

We may share your data with trusted third parties where necessary, including:

- Solicitors and conveyancers
- Mortgage brokers and financial advisers
- Referencing and credit check providers
- Tenancy deposit schemes
- Utility providers and switch services
- Contractors, surveyors, EPC providers, inventory clerks
- Property portals (Rightmove, Zoopla)
- IT and cloud service providers
- Professional advisers (accountants, insurers, legal advisers)
- Local authorities, HM Land Registry, regulators

We do **not** sell your personal data.

Data Storage and Security

We store your personal data securely and take appropriate technical and organisational measures to protect it from unauthorised access, loss, misuse, or disclosure.

Your data may be stored:

- On secure internal systems and databases
- Within CRM systems
- In email and communication systems
- With trusted third-party providers

Access to your data is limited to individuals who need it for legitimate business purposes and who are subject to confidentiality obligations.

We may use monitoring systems to protect our business and detect potential data breaches.

Data Retention

We only retain your data for as long as necessary:

- Client/transaction data: up to **6 years**
- AML data: **5 years** (legal requirement)

After this period, data is securely deleted or anonymised.

International Transfers

Your data may be transferred outside the UK/EEA.

Where this occurs, we ensure appropriate safeguards are in place in line with UK GDPR.

Data Breaches

We have procedures in place to deal with suspected data breaches.

Where required, we will notify the ICO and affected individuals.

Your Rights

You have the right to:

- Access your data
 - Request correction of inaccurate data
 - Request deletion of your data
 - Restrict or object to processing
 - Request data transfer (portability)
 - Object to automated decision-making
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Exercising Your Rights

To exercise your rights:

 info@myhomeuk.net

We may request ID to confirm your identity.

- Response time: **within 1 month**
 - No fee normally (unless excessive requests)
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Marketing

You can opt out of marketing at any time by:

- Clicking unsubscribe on emails
- Emailing: info@myhomeuk.net


Even if you opt out, we may still contact you regarding services or legal obligations.

Third-Party Marketing

We will only share your data for marketing with your consent.

Complaints

If you are unhappy:

 info@myhomeuk.net

You also have the right to complain to the ICO:

 www.ico.org.uk

Cookie Policy

What Are Cookies

Cookies are small files stored on your device to improve your experience.

Types of Cookies We Use

- **Essential cookies** – required for website functionality
 - **Analytics cookies** – e.g. Google Analytics
 - **Functionality cookies** – remember preferences
 - **Marketing cookies** – track engagement
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Managing Cookies

You can disable cookies in your browser settings.

Third-Party Cookies

We may use:

- Google Analytics
 - Property portals (Rightmove, Zoopla)
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Consent

You will be asked to accept cookies when using our website.

Third-Party Links

Our website may contain links to other websites.
We are not responsible for their privacy policies.

 **Policy Updates**

We keep this policy under regular review.

Last reviewed: 29 April 2026

Last updated: 29 April 2026