

Hudson & Brown Residential customer privacy notice

Registered name: Hudson & Brown Residential

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [How to complain](#)

Contact details

Telephone

020 3633 7945

Email

branch@hudsonbrownresidential.com

What information we collect, use, and why

We collect or use the following personal information for **information updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Any other personal information required to comply with legal obligations

We collect or use the following personal information to **register details on our system for our clients looking to rent their property out, sell a property, find a property to rent or buy**:

- Names and contact details
- Gender
- Occupation
- Date of birth

We collect or use the following information for
Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **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. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Personal details are required due to Safety for staff, so we know who we are taking out on viewings. Also this allows us to perform our duties of helping an applicant find a property to rent or buy or a landlord to find tenants or vendor to sell.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
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- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Allows us to perform our duties, be covered by the law and confirm instruction of service for helping a landlord to find tenants or a vendor to sell.

Our lawful bases for collecting or using personal information to **register details on our system for our clients looking to rent their property out, sell a property, find a property to rent or buy**. are:

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Our lawful bases for collecting or using personal information are:

Where we get personal information from

- Directly from you
- How long we keep information

Hudson & Brown Residential - Data Retention Policy

1. Purpose and Scope

Hudson & Brown Residential (“we,” “our,” or “the Company”) is committed to maintaining the privacy and security of our clients’ data in compliance with UK data protection laws, including the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. This Retention Policy outlines the periods for which we retain client, transaction, and financial data.

2. Client Data

- Prospective Buyers and Sellers: We retain data for individuals who have expressed interest in buying or selling property for up to 2 years if there has been no further interaction or transaction.
- Active Clients (Buyers/Sellers): For individuals who have engaged in a property transaction, we retain data for 6 years from the conclusion of the business relationship to comply with legal, regulatory, and tax obligations.

3. Transaction Records

- Contracts and Agreements: Documentation related to property transactions, including contracts, agreements, and correspondence, is retained for 6 years from the transaction’s completion date to ensure legal compliance.
- Anti-Money Laundering (AML) Compliance: As required under the Money Laundering, Terrorist Financing, and Transfer of Funds Regulations 2017, we retain records used for AML compliance, including identification documents and transaction data, for 5 years after the end of the business relationship.

4. Financial Records

- Invoices, Receipts, and Financial Documents: Financial records, including invoices, receipts, and statements, are retained for 6 years following the end of the financial year in which the transaction occurred, in line with HMRC requirements.

5. Rental Property Data

- Tenant Applications and Reference Checks: For individuals applying for rental properties, tenant applications, reference checks, and background screening results are retained for the duration of the tenancy plus 6 years to allow for resolution of any potential disputes.
- Tenancy Agreements: Records related to tenancy agreements are retained for 6 years following the end of the tenancy to ensure compliance with legal and regulatory requirements.

6. Disposal and Security of Data

- Secure Disposal: When data retention periods have expired, personal and sensitive data will be securely deleted or destroyed to prevent unauthorized access or misuse.
- Data Access Controls: Access to data is limited to authorized personnel within Hudson & Brown Residential, and we use secure storage systems to protect client information.

7. Regular Review

- Review of Data: We regularly review our stored data to ensure compliance with retention requirements and minimize the risk of holding outdated information.

8. Data Subject Rights

- Right to Access, Correct, and Erase: Clients have the right to access, correct, or request the deletion of their data at any time. For data retention requests, clients may contact our Data Protection Officer at office@hudsonbrownresidential.com or by phone at 0203 633 7945.

9. Policy Updates

Hudson & Brown Residential reserves the right to update this Data Retention Policy as necessary to remain compliant with applicable laws and regulations.

By adhering to these guidelines, Hudson & Brown Residential commits to the responsible and compliant handling of personal data in all business activities.

Who we share information with
Data processors

Houseful - Alto CRM system

This data processor does the following activities for us: They provide/manage our CRM system.

Others we share personal information with

- Third parties:

- Referencing agency to process references on our behalf.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

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

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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- Names and contact details
- Gender
- Occupation
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)
- Financial data (including income, expenditure and any existing insurance or other financial arrangements)
- Employment details (including salary, sick pay and length of service)
- Credit history and credit reference information

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Water Lane
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Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>