



B R I C K L A N E

S U R V E Y O R S

Brick Lane Surveyors Ltd Privacy Policy

Our contact details

Name: John Hopwood

Registered Business address: 24 Cornwall Road, Dorchester, Dorset, DT1 1RX

Phone Number: 07957 297815

E-mail: john@bricklanesurveyors.co.uk

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 including telephone number, address, and email address).
- In communications, we will make notes which may include details concerning your property, contact details, and other details to facilitate serving you.

How we get personal information and why do we have it

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

- To meet our contractual obligations obtained from explicit consent to provide you with services and legitimate interest to respond to enquiries concerning the services provided.

Date: 27/09/2023

- To enable us to market our services to you.

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

- Third-party lead websites to which you have provided information directly, that we are subscribed to.

We use the information that you have given us in order to enable us to offer our services to you.

- We may also collect information relating to your use of our website through the use of various technologies. For example, when you visit our website, we may log certain information such as your IP address, browser type and language, access time, and referring website addresses. We may collect information about the pages you view on our site and other actions you take while visiting us. We may also use technologies to determine whether you've opened an e-mail or clicked on a link contained in an email.

Collecting information in this manner allows us to collect statistics about the usage and effectiveness of our website, personalise your experience and tailor our interactions with you. For details regarding the technologies we employ, see Cookies and Other Technologies below. The information that we collect, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness and to help us better tailor our interactions with you.

Cookies and Other Technologies

We collect information from your visits to our website to help us gather statistics about usage and effectiveness, personalise your experience, and tailor our interactions with you. We do so through the use of various technologies, including scripts, tags, Local Shared Objects (Flash cookies), Local Storage (HTML5) beacons, and "cookies".

A cookie is a piece of data that a website can send to your browser, which may then be stored on your computer as a tag that identifies your computer. Cookies are often used to measure website usage (such as number of visitors and duration of visit) and effectiveness (such as topics visitors are most interested in) and to allow for ease of navigation or use. As such, they are not associated with any personal information.

They are also used at times to personalise a known visitor's experience of a website by being associated with profile information or user preferences. Over time this information provides valuable insight to help improve the user experience. Cookies are typically categorised as "session" cookies or "persistent" cookies.

Session cookies help you navigate through the website efficiently, keeping track of your progression from page to page so that you are not asked for information you have already provided during the current visit. Session cookies are stored in temporary memory and erased when the web browser is closed. Persistent cookies store user preferences for current and successive visits. They are written on your device's hard disk and are still valid when you restart your browser. You can usually set your privacy preferences regarding cookies and similar technologies through your web browser. Look under "Tools" (or similar heading) in your browser for information about controlling cookies. You can set your browser

in most instances to notify you before you receive a cookie, giving you the chance to decide whether to accept it or not.

You can also usually set your browser to turn off cookies. If you block, turn off or otherwise reject our cookies, some Web pages may not display or function properly. Some websites may also use web beacons or other technologies to tailor those sites to provide a better customer experience. These technologies may be in use on a number of pages across Brick Lane Surveyors's website. When a visitor accesses these pages, a non-identifiable notice of that visit is generated which may be processed by us or by our suppliers. These web beacons usually work in conjunction with cookies.

If you don't want your cookie information to be associated with your visits to these pages or your use of these products, you can set your browser to turn off cookies. If you turn off cookies, Web beacon and other technologies will still detect visits to these pages; however, they will not be associated with information otherwise stored in cookies. We use Local Shared Objects, such as Flash cookies, and Local Storage, such as HTML5, to store content information and preferences.

Third parties with whom we partner to provide certain features on our website or to display Brick Lane Surveyors' advertising on other websites based upon your web browsing activity also use Flash cookies or HTML5 to collect and store information. Various browsers may offer their own management tools for removing HTML5.

We may also include web beacons in marketing e-mail messages or our newsletters in order to determine whether messages have been opened and links contained within clicked on. Some of our business partners may set web beacons and cookies on our site. In addition, third-party social media buttons may log certain information such as your IP address, browser type and language, access time, and referring website addresses, and, if you are logged in to those social media sites, they may also link such collected information with your profile information on that site. We do not control these third-party tracking technologies.

Sharing data with other organisations

We only share your data with other organisations where it is needed to deliver the service. For example:

- Payment processing companies.
- Any government authorities that have a right to request data and where we must comply with the law.

We do not sell your data to other organisations.

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

(a) Your consent. You can remove your consent at any time. You can do this by contacting john@bricklanesurveyors.co.uk

(b) We have a contractual obligation.

(c) We have a legal obligation. (d) We have a legitimate interest.

How we store your personal information

Your information is securely stored.

We will retain your personal information for as long as your account is active or as needed to provide you services. If you wish to request that we no longer use your personal information to provide you services contact us at john@bricklanesurveyors.co.uk.

We will retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

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 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 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 john@bricklanesurveyors.co.uk, if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at john@bricklanesurveyors.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>