



PRIVACY WEB AND DATA POLICY

PLEASE READ THIS POLICY CAREFULLY BEFORE USING THIS WEBSITE

1. **INFORMATION ABOUT LONDON & CAMBRIDGE PROPERTIES LIMITED**

For the purposes of the Data Protection laws the domain name www.lcpproperties.co.uk ("Site") is a website operated by London & Cambridge Properties Limited, registered in England and Wales under company number 02895002 with its registered office at LCP House, The Pensnett Estate, Kingswinford, DY6 7NA. This Policy is provided on behalf of London & Cambridge Properties Limited and its subsidiaries and associated companies ("We" or "Our").

2. **PRIVACY WEB AND DATA POLICY**

This Policy sets out how we will process any personal data we collect from you, or that you provide to us. Please read this Policy carefully.

By using the Site and any services we offer via the Site, you agree to be bound by this Policy in respect of the information collected about you via the Site.

3. **INFORMATION COLLECTED**

3.1 We may process the following data about you:

3.1.1 **Information Provided by You**

- (a) by filling in forms on the Site or by corresponding with us by phone, e-mail or otherwise; or
- (b) by registering to use the Site, subscribing to our service, searching for properties and/or any other product, participating in discussion boards or other social media functions on our Site, when you report a problem with the Site or any other activities performed on our Site.

3.1.2 **Information We Collect** including but not limited to:

- (a) technical information, including the internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and
- (b) information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our Site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to

browse away from the page and any phone number used to call our customer service number.

3.1.3 **Information Received from other Sources** including but not limited to:

- (a) information about you if you use any of the other websites we operate or the other services we provide;
- (b) information from third parties we work closely with (including, for example, third party portals, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies); and
- (c) information from any of our group companies (the meaning of group companies is further explained in paragraph 6 below).

3.2 The information provided by you, the information we collect and the information we receive from third parties will be combined and used for the purposes set out in paragraph 5.1 of this Policy.

4. **COOKIES**

The Site does may and will use cookies. A cookie is a small file of letters and numbers that are stored on your computer by websites you visit. We use cookies to distinguish you from other users of the Site. This helps us to provide you with a better experience when you browse the Site and also allows us to improve the Site.

5. **USE OF INFORMATION**

5.1 We will use information about you in order to:

- 5.1.1 administer your account(s) with us; process your searches;
- 5.1.2 send you information about our products and services;
- 5.1.3 notify you about changes to our service;
- 5.1.4 verify your identity;
- 5.1.5 carry out marketing analysis and make general improvements to the Site;
- 5.1.6 measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- 5.1.7 obtain your views or comments on the services we provide;
- 5.1.8 contact the winners of our competitions and to help us plan other promotional activity; and
- 5.1.9 send you information we think you might find useful or which you have requested from us, including information about our products and services or those of carefully selected third parties provided you have indicated that you are happy to be contacted for these purposes.

5.2 You can ask us not to contact you with information regarding our products and services or those of third parties or share your information with third parties' either at the point such information is collected on the Site (by checking or

unchecking the relevant box as directed) or, if you do not wish us to continue to use your information in this way, by following the unsubscribe instructions on any communications sent to you. You can also exercise this right at any time by contacting us using the contact details in paragraph 14 of this Policy.

6. **DISCLOSURE OF YOUR INFORMATION**

6.1 We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006 and also associated companies. Any member of our group and associated companies will be able to use your personal information for any and/or all of the purposes set out in paragraph 5.1 of this Policy.

6.2 We may share your information with selected third parties including:

6.2.1 business partners, suppliers and sub-contractors for the performance of any contract we enter into with you;

6.2.2 advertisers and advertising networks that require the data to select and serve relevant adverts to you and others; and

6.2.3 analytics and search engine providers that assist us in the improvement and optimisation of our Site.

6.3 We may disclose your personal information to third parties:

6.3.1 in the event that we sell any business or assets, in which case we may disclose your personal data to the prospective buyer of such business or assets;

6.3.2 if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets; and

6.3.3 if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use www.lcpproperties.co.uk/uploads/files/Web-and-Data-Policy-May-2018 and other agreements; or to protect the rights, property, or safety of London & Cambridge Properties Limited and/or any member of our group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

6.3.4 to third parties vital to our IT and marketing aspects only use and process the information on our behalf.

7. **DATA STORAGE**

7.1 The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). By way of example, this may happen if any of our servers are located in a country outside of the EEA or one of our service providers is located in a country outside of the EEA. Data may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things and the provision of support services. By submitting your personal data,

you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

- 7.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

8. **YOUR RIGHTS**

- 8.1 If you have consented to marketing, you have the right to ask us at any time to stop processing your personal data for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting the team that regularly monitors mydata@lcpproperties.co.uk.

- 8.2 We have a Data Protection regime in place to oversee the effective and secure processing of your data. You can request copies of the data we hold about you, have it corrected, sent to a third party or deleted (subject to our need to hold data for legal reasons). You also have the right to object to our processing of your personal data.

- 8.3 If you wish to complain about how we have handled your data, you can contact us and we will investigate the matter. If you are not satisfied with our response or believe we are processing your data incorrectly you can complain to the Information Commissioner's Office at Wycliffe House, Wilmslow, Cheshire SK9 5AF Tel: 0303 123 1113. More information about your legal rights can be found on the Information Commissioner's Office's website at www.ico.org.uk.

9. **LINKING WITH THIRD PARTIES**

- 9.1 The Site may, from time to time, contain links to and from the websites of our partner networks, advertisers, affiliates or any other general useful links on our Site. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

- 9.2 In addition, if you linked to this Site from a third-party site, we cannot be responsible for the privacy policies and practices of the owners or operators of that third-party site and recommend that you check the policy of that third party site and contact its owner or operator if you have any concerns or questions.

10. **DISCLAIMER**

Whilst these details given on this website are believed to be correct no guarantee or warranty is given, or implied therein, nor do they form any part of a contract. We do our best to ensure all information on this website is accurate. If you find any inaccurate information please let us know and where appropriate, we will correct it. We provide this website free of charge and under no circumstances we shall not be liable to you for any direct or indirect or consequential loss, loss of profit, revenue or goodwill arising

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12. **CODE OF PRACTICE ON COMMERCIAL LEASES**

We recommend that legal advice is taken on all documentation before entering into a contract.

You should be aware that the Code of Practice on Commercial Leases in England and Wales strongly recommends you seek professional advice from a qualified surveyor, solicitor or licensed conveyancer before agreeing or signing a business tenancy agreement. The Code is available through professional institutions and trade associations or through the website www.commercialleasecodeew.co.uk .

13. **CHANGES TO THIS POLICY**

Any changes we may make to this Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to this Policy.

14. **CONTACT**

Questions, comments and requests regarding this Policy are welcomed and should be addressed to mydata@lcpproperties.co.uk .

May 2018