

Privacy Policy

Introduction

New General Data Protection Regulation applies from 25th May 2018.

We want you to understand and feel confident about how we collect, store and handle your personal data.

This Privacy Notice aims to explain the types of personal data Mark Anthony may collect about you when you interact with us, whether you choose to visit our office, use your landline, mobile device or go online. It also aims to explain how we will process, share and keep your data.

We take your privacy very seriously and work hard to meet regulatory requirements. We do not sell your personal data to third parties.

This notice may need to be updated from time to time, we will inform you if there are any significant changes.

Who We Are

Mark Anthony Property Services Limited, trading as Mark Anthony, is a Company incorporated at Companies House under registration number 10732238. Our registered office is 127 Bramley Road, Oakwood, London, N14 4UT. We offer Property Services including Sales, Lettings and Property Management.

The Type Of Information We Collect

Mark Anthony may collect:

First name	Secondary Address ID (copies)
Middle names	No. of Dependants
Surname	Dependants Names
Previous Names	Dependants Date of Birth
Marital Status	Bank Statements (copies)
Phone Numbers	Credit Card Statements (copies)
Email Address	Mortgage Statements (copies)
Date of Birth	Proof of Deposit
Current Address	Gender
Previous Addresses	Mortgage Details
Residential Status	Solicitor Details
Landlord Details	Estate Agent Details
Salary	Bank Details

Nationality	Employer Details
UK National	IP Address
Primary Photo ID (copies)	Cookies
National Insurance Number	

Methods of Collection

In the general conduct of business, Mark Anthony collects relevant information from:

- Yourself
- Spouse/Partner/Family members
- Employers
- Legal Firms
- Through consent you have provided to third parties disclosing information they have collected

In addition, you may choose to submit information directly to us via methods including:

- Mark Anthony website
- Third party and affiliate websites such as Rightmove, OnTheMarket and Zoopla
- Through participation in an offer or promotion
- In connection with an actual or potential business or employment relationship with us

We may use third-party web analytics services like Google Analytics who use technology such as cookies and web beacons to help analyse how visitors use our website. You can control your preferences for this through your browser.

Why We Collect Your Personal Data

We may collect and process your personal data for a number of reasons, these reasons include:

- So that we may comply with any legal obligation we have
- In order to comply with our duties and exercising our rights under a contract with you
- To process payments/transactions
- To prevent fraud, money laundering, tax evasion and other risks
- The pursuit of our legitimate interests (see below)
- Where you have consented to the processing of your personal data
- When you or they contact us in person, over the telephone, by email or by post
- When you apply for a job vacancy with us
- To comply with Industry Standards and Mark Anthony policies

Our Legitimate Interests

The normal legal aim and basis for processing personal data is that it must be necessary for the legitimate interests of Mark Anthony, including:

- Protecting clients, employees and other individuals and maintaining their health, safety and welfare
- Promoting, marketing and advertising our services
- Understanding our client's instructions, activities, preferences and needs

- Protecting Mark Anthony, its employees and clients by taking appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to Mark Anthony
- Improving existing services and developing services
- Complying with our legal and regulatory obligations such as Immigration Act/Right to Rent checks and Anti Money-Laundering measures (see below)
- Handling client contacts, queries or disputes
- Fulfilling our duties to our clients, employees and Directors

Anti Money-Laundering

For a number of property services we have to comply with regulations such as the 'Money Laundering, Terrorist Financing and and Transfer of Funds (Information on the Payer) Regulations 2017. The information provided will only be used by Mark Anthony in relation to complying with the Regulations. If you are buying, selling, letting or renting, we will require two separate identification documents, even if the primary piece provided appears on both lists:

List 1

- Valid passport with MRZ
- Valid full UK /EU/EEA/Switzerland photo card driving licence
- Valid full UK paper (non photo) driving licence issued before 1998
- Valid EU/EEA/Switzerland national identity card
- Valid UK Armed Forces ID card
- Valid UK Biometric Residence Permit (copy of both sides)
- Valid Blue Disabled Driver Pass with photo
- Valid Freedom Pass or Local Authority Bus Pass
- Department for Works and Pensions letter confirming pension details including National Insurance Number dated within last 12 months

List 2

- Valid full UK photocard driving licence
- Valid full UK paper (non photo) driving licence issued before 1998
- Local Authority Council Tax Bill (dated within last 12 months)
- UK Bank/Building society statement/bill showing activity within the last 6 months and account number and sort code (online printout acceptable)
- UK Mortgage statement dated within last 12 months (online printout acceptable)
- Utility Bill dated within last 6 months including Electricity with MPAN number, Gas, Landline, Satellite TV, Water. Online printouts acceptable. Mobile phone bill not acceptable.
- HMRC or IR Statement/coding assessment, dated within the last 12 months with National Insurance Number
- Department for Works and Pensions letter confirming pension details including National Insurance Number dated within last 12 months

Purposes and Reasons For Processing Your Personal Data

We take your privacy seriously and will not disclose or share your personal data without your knowledge, unless we are required to do so by law. We only retain your data for as long as is necessary and for the purposes specified in this notice. Unless we notify you, we will not process your personal data outside of the European Economic Area (EEA) as it is currently defined.

Detailed below are examples of when we would collect, process and in some cases share, your personal data:

- To provide you with information, products or services that you have requested from us
- To verify your identity
- To process and manage your instructions
- To carry out our obligations arising from any contracts entered into between you and us
- To monitor customer satisfaction
- To ensure that content from our website is presented in the most effective manner for you and your device
- To notify you about changes to our services

Where you have consented to us providing you with our services, you are free to withdraw consent at any time.

How Long We Keep Your Data For

We only ever retain personal information for as long as necessary. While there is no specific industry note regarding a set period of retention of personal data, we are required to comply with statutory provisions such as the maximum legally obliged retention period for file details of 6 years, and limitation periods under Money Laundering Regulations 2017. We will generally hold records for around 7 years after last contact unless we feel it is in the legitimate interest of Woodbury Homes to retain it any longer.

How We Will Share Your Data

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice, or where there is a legal requirement. We use trusted third parties to provide the services and business functions below, however all processors acting on our behalf will only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures. We do not sell your personal information.

We may disclose your information to third parties:

- If we are under a duty to share or disclose your personal data in order to comply with any legal obligation.
- In order to apply or enforce our contracts with you.
- To protect our rights, property, or our safety and/or the safety of our clients, or others
- To fulfil directions as ordered by a court

These third parties may include (but are not limited to):

- Referencing Companies
- Anti Money-Laundering checking organisations
- HMRC
- Water Authorities
- Local Authorities
- The Home Office
- Service providers
- Landlords
- Contractors
- Cloud Services
- Software Services
- Financial Services
- Legal Firms

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 of the data
- The categories of personal data concerned
- The parties the data might have been/will be disclosed to
- How long we intend to store your data for
- If we did not collect the data from you, information on the source

If you believe we hold incomplete or inaccurate data about you, you have the right to ask us to complete and/or correct the information and we will strive to update/correct it as quickly as administratively possible, unless there is a valid reason for not doing so, in which case we will notify you of this.

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

- Your consent to be withdrawn
- Your personal data to be deleted from our records
- The use/processing of your data to be restricted in accordance with Data Protection Laws
- To opt out of any direct marketing from us
- To be informed about and object to 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 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 a legal obligation to retain your information, we will clarify the requirements regarding extent of the data and duration we will continue to hold your personal data.

If you would like to make a request regarding the processing of your personal data, please contact us at info@markanthony.property

Further Details, Questions or Complaints

We hope we have provided you with sufficient information on the processing of your personal data and the rights you have over it, but if you have any additional questions or would like further information on any of the points above please contact us at:

Mark Anthony Property Services Limited
127 Bramley Road
Oakwood
London
N14 4UT

Tel: 0203 960 3434

Email: info@markanthony.property

If you are unhappy with any aspect of this notice or believe we have processed your data unfairly or are non-compliant with the relevant data protection laws and wish to raise a complaint, please contact us. We will address your complaint and respond to you. You also have the right to complain to the supervisory authority, the Information Commissioners Office:

ICO
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113

<https://ico.org.uk/concerns/>