

# Innovate Estate Agents customer privacy notice

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

## Our contact details

### Telephone

0121 544 4554

### Email

[info@innovate-ea.co.uk](mailto:info@innovate-ea.co.uk)

## What information we collect, use, and why

We collect or use the following information to provide services

- Names and contact details
- Addresses
- Credit reference information

- Identification documents
- Information relating to compliments or complaints

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

- Names and contact details
- Addresses
- Marketing preferences

## Lawful bases

Our lawful bases for collecting or using personal information to provide services are:

- Consent
- Contract
- Legal obligation

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

- Consent

## Where we get personal information from

- People directly
- Rightmove.co.uk
- zoopla.co.uk
- onthemarket.com

## How long we keep information

We hold all customer information for a minimum of 7 years, where you're not involved in an active sale or purchase you can contact us to request deletion of your data from our system.

## Who we share information with

With your consent we will share your details with:

- Professional or legal advisors
- Other relevant third parties:

- when applying for a property to rent your information will be shared with our chosen referencing agency to complete your rental application.

## 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 data.

**Your right to rectification** - You have the right to ask us to rectify personal data 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 data in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

**Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

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

### 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>

## Last updated

31 May 2024