

## **Privacy Notice (Buyer)**

The **Data Controller** connected with this **Privacy Notice** is Living London Ltd

### 1. Purpose

In this instance your data is being processed for the specific purpose of purchasing a property through Living London.

### 2. Lawful Basis

The collection of your data for this purpose is under the **Lawful Basis** of Contract, because we require this information in order to manage the formation and execution of a contract between you, the Buyer and the Vendor (Seller) of the property, who has appointed Living London to act as their Agent in this matter.

### 3. Information Collected

The personal data we will collect and process about you in connection with this purpose is:

- 3.1. Name
- 3.2. Address
- 3.3. Telephone number(s)
- 3.4. Email Address
- 3.5. Proof of ID
- 3.6. Proof of Address
- 3.7. Proof of Funds

In addition, we may collect other non-personal data such as:

- 3.8. Solicitor's details
- 3.9. Financial Adviser's / Mortgage Broker's details
- 3.10. Details regarding any associated sales "Chain" if you are selling a property in order to make the purchase.

### 4. Retention

Under the **Lawful Basis** referenced in paragraph 2, your data will be retained to the end of the financial year in which your property purchase is completed and for a further 6 years thereafter in accordance with HMRC requirements for financial record keeping. Thereafter some details of the property will be retained indefinitely for historical record keeping purposes, to aid any future evaluation of the property, past sales activity and property values.

### 5. Destruction

At the end of this retention period your data will be destroyed using an approved method unless prevented by Court order.

### 6. Data Sharing

Whilst we control your personal data we will need to share this data with the following parties, for the following purposes, in order to provide you with the services you are seeking from us:

- 6.1. The Vendor for the sole purpose of negotiating and managing the sale.
- 6.2. The Buyer's and Vendor's solicitors for the sole purpose of facilitating the sale. The details of these firms will be made known to you in the Memorandum of Sale, which will be issued to all parties at the point at which the sale is agreed, subject to contract.

6.3. The other Agents in the “Chain” of sales / purchases associated with the sale, for the sole purpose of managing the purchase.

6.4. The Property Ombudsman for the sole purpose of administering any investigation by them.

Where required, these data sharing activities are governed by commercial terms, which include data sharing clauses. These various data processors act under Living London’s control and are only permitted to use the personal data for the sole purpose for which it is shared with them.

## 7. Rights of the Data Subject

7.1. Under the General Data Protection Regulation, you, the Data Subject have certain rights regarding the control and processing of your personal data. Details regarding your rights can be found on the Information Commissioner’s Office (ICO) [website](#).

7.2. Should you wish to contact Living London in order to exercise any of these rights, please email the **Data Controller’s** representative using the following email address: [edward@living.london](mailto:edward@living.london). Alternatively, please call 020 3874 2400 and ask to speak with Edward Kozan.

## 8. Security

8.1. Recognising the importance of personal data to our consumers, we endeavour to put in place appropriate organisational and technical measures to protect that data. These are reviewed by an independent third party.

8.2. Personal data we hold on electronic media is stored in secured servers located in the EEA.

8.3. Where data is held on paper, access is controlled, and files are secured in secure cabinets in a secured office.

8.4. **Data Subjects** should be aware that not all electronic communications are secure. We use Transport Layer Security (TLS) to encrypt and protect email traffic in line with government advice. However, if your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

8.5. We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

## 9. Additional Services

As a consumer of our services we may occasionally contact you to make you aware of other similar services we offer, which we feel could be of assistance to you. Such communications will be sent to you under the Privacy and Electronic Communications Regulations and you will be given the option to opt out of similar communications on each occasion.

## 10. Data Protection Concerns

Should you have any concerns regarding the way an organisation is processing your personal data, the ICO recommends that in the first instance you contact the organisation concerned. If the organisation does not address those concerns in an appropriate manner, you then have the option to escalate the issue to the ICO. If you wish to contact us because you have concerns about our use of your personal data, please contact us using the details provided in paragraph 7.2.

## 11. Updates

This Privacy Notice is kept under review and it is amended as appropriate. It was last updated on 22<sup>nd</sup> August 2024.