



SAKURA PROPERTIES LTD

Property Lettings

110 Gloucester Ave, Primrose Hill, London NW1 8HX

T: 0207 722 1076 E: info@sakuraproperty.co.uk www.sakuraproperty.co.uk

Please see details of our privacy policy below:

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint.

Who we are

Sakura Properties Ltd collects, stores, uses and shares your personal information about you. When we do so we are subject to the General Data Protection Regulation (GDPR), which applies across the European Union (including in the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws. Key terms it would be helpful to start by explaining some key terms used in this policy:

The personal information we collect

We may collect and use the following personal information about you:

- Your name and contact information, including email address and telephone number and company details if applicable
- Information to enable us to check and verify your identity, e.g. Your date of birth
- Your gender information, if you choose to give this to us
- Your billing information, transaction and payment card information
- Your contact history, transaction and instruction history with us
- Your nationality and immigration status and information from related documents, such as your passport or other identification, and immigration information, e.g. If you are a potential tenant applying for a tenancy
- Information to enable us to undertake Anti Money Laundering and Terrorist Financing electronic checks on you
- Information about how you use our website, IT, communication and other systems
- Your responses to surveys, competitions and promotions This personal information is required to provide our services to you. If you do not provide personal information we ask for, it may delay or prevent us from providing services to you. How your personal information is collected we collect most of this personal information directly from you—in person, by telephone, text or email and/or via our website. We may also collect information from other publicly accessible sources such as:

- Directly from a third party, e.g.: – Sanctions screening providers; – credit reference agencies; – customer due diligence providers;
- We can only use your personal information if we have a proper reason for doing so, e.g.:
- To comply with our legal and regulatory obligations;
- For the performance of our contract with you or to take steps at your request before entering into a contract;

How we use your personal information

For our legitimate interests or those of a third party; or where you have given consent. We use your personal information under the legitimate interest basis for using and processing. Legitimate Interest may be used as a basis for processing when we have a business or commercial reason to process your information, so long as this is not overridden by your own rights and interests. When we use and process your personal information for our legitimate interest, we will consider and balance any potential impact on you and your rights under data protection and any other relevant laws. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your valid consent or are otherwise required or permitted to by law).

When & who we share personal data

We routinely share personal information with

- To provide services to you (Marketing your property for the purpose of lettings)
- For the performance of our contract with you or to take steps at your request before entering into a contract
- Conducting checks to identify our customers and verify their identity
- For our legitimate interests or those of a third party, i.e. Co-operated agencies, credit referencing agencies, referencing agencies, cleaning companies, inventory clerks.

We have a legitimate interest in processing your personal information for marketing purposes. We will always treat your personal information with the utmost respect and never sell or share it with other organisations for marketing purposes. You have the right to opt out of receiving promotional communications from us at any time by email to info@sakuraproperty.co.uk, write to 110 Gloucester Avenue, London NW1 8HX or call 02075869583.

How we secure personal data

Once we have received your personal data we will use reasonable and necessary procedures and security features to try and prevent unauthorised access. For example, we limit who can access your personal data to those individuals and third parties who need to know it and who are subject to a duty of confidentiality. If we become aware of a data breach we will notify the Information Commissioner's Office. If we believe that the data breach is serious, we may notify you in accordance with our legal requirements.

How long your personal information will be kept

We will keep your personal information while you have an active matter with us or we are providing services to you. We will keep your personal information, as a minimum, for as long as necessary.

- To respond to any questions, complaints or claims made by you or on your behalf
- To show that we treated you fairly
- To keep records required by law and thereafter
- 6 years from any last communication with you for marketing of our services

Transferring your personal information out of the European Economic Area

We will not transfer your personal data outside of the European Economic Area, except to a country offering the same level of protection for your personal data. For example, with certain service providers we may use specific contracts approved by the European Commission which ensures that your personal data has the same protection as it would have in Europe.

Your legal rights

Under [General Data Protection Regulation](#) you have the right to protect and look after your personal data. You have the following rights, which you can exercise free of charge:

Access: The right to be provided with a copy of your personal information (the right of access)

Rectification: The right to require us to correct any mistakes in your personal information

To be forgotten: The right to require us to delete your personal information - in certain situations

Restriction of processing: The right to require us to restrict processing of your personal information—in certain circumstances, e.g. if you contest the accuracy of the data

Data portability: The right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations

To object: The right to object: - at any time to your personal information being processed for direct marketing; - in certain other situations to our continued processing of your personal information, e.g. processing carried out for the purpose of our legitimate interests.

Not to be subject to automated individual decision-making

The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please email, call or write to us—email to info@sakuraproperty.co.uk, write to 110 Gloucester Avenue, London NW1 8HX or call 02075869583.

Complaints and Feedback

If you would like to speak to us about how we handle your personal data, please contact us by email to info@sakuraproperty.co.uk, write to 110 Gloucester Avenue, London NW1 8HX or call 02075869583.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority

Contact us

If you have any question please send an email to info@sakuraproperty.co.uk, write to 110 Gloucester Avenue, London NW1 8HX or call 02075869583.

*This privacy notice was published on 25th May 2018.