

# **AKS Estates - Privacy Policy**

## **Privacy Policy**

Date of Last Review: June 2025

## **Website Privacy & Cookie Policy**

This policy outlines how AKS Estates uses your personal data. It also explains your rights under data protection law, including your right to object to certain types of processing. Full details of your rights and how to exercise them are included in the "What rights do I have?" section.

AKS Estates is based at:

131a Heston Road, Heston, Hounslow, TW5 0RF

Tel: 0208 059 0595

Email: [info@aksestates.co.uk](mailto:info@aksestates.co.uk)

## **Summary of How We Use Your Data**

We may use your personal data to:

- Deliver property-related services.
- Send information about properties or services.
- Conduct legal compliance checks (e.g., identity, credit history).
- Fulfil contractual obligations or pre-contractual steps.
- Notify you of changes to our services.
- Process job or service applications.
- Manage business operations and analytics.
- Conduct advertising or marketing (with your consent).
- Meet legal obligations or pursue legitimate business interests.

We may share your information with third parties who uphold data protection standards. Consent for marketing can be withdrawn at any time.

## **What Information Do We Collect?**

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We collect personal data you provide (e.g., name, address, contact details, date of birth, identification, credit history) and information from:

- Your visits to our website (IP address, browser type, interaction logs).
- Calls (recorded with notice for quality, compliance and training purposes).

### **Third-Party Information Sources**

We may receive information from:

- Property portals (e.g., Zoopla, Rightmove).
- Social media platforms.
- Mortgage brokers, solicitors, landlords, letting agents.
- Reference agencies and utility providers.
- Surveyors and maintenance contractors.

### **Legal Basis for Processing**

We use your data:

- To fulfil contracts or respond to requests for services.
- For our legitimate interests (e.g., website analytics, service improvement).
- Where legally required (e.g., identity verification).
- With your consent (e.g., marketing, optional features).

### **Direct Marketing**

We may send direct marketing with your consent or where legally permitted. You can withdraw consent or opt out at any time using the unsubscribe link or by contacting us.

### **Who Do We Share Data With?**

Your data may be shared with:

- Mortgage brokers, financial advisors, solicitors.
- Contractors for property maintenance or services.

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- Utility providers, inventory clerks, insurance companies.
- IT and marketing service providers (e.g., CRM, email platforms).
- Regulatory bodies or legal authorities if required.
- Prospective buyers in the event of business sale.

All third parties must comply with data protection obligations.

### **Data Retention**

- Contractual data: retained for up to 10 years.
- Registration/website interaction: retained for up to 10 years.
- Marketing data: retained until you opt out and for a short period thereafter.

### **Cookies and Tracking Technologies**

Cookies are small data files used to track, save, and store information about your interactions with our website.

Types of Cookies:

- Strictly Necessary
- Performance/Analytics
- Functionality
- Targeting (with your consent)
- Social Media

More info: [www.allaboutcookies.org](http://www.allaboutcookies.org) / [www.youronlinechoices.eu](http://www.youronlinechoices.eu)

### **Your Rights**

You have the right to:

- Access your data.
- Rectify inaccurate information.

## **AKS Estates - Privacy Policy**

- Request erasure.
- Restrict or object to processing.
- Withdraw consent.
- Request data portability.
- Complain to the Information Commissioner's Office (ICO).

### **Under 18?**

If you're under 18, parental consent is required to provide personal information.

### **Accessing and Updating Your Information**

If your details change, please email us at: [info@aksestates.co.uk](mailto:info@aksestates.co.uk)

### **Security Measures**

We take appropriate technical and organisational steps to protect your personal information. Note: transmission over the internet is not completely secure.

### **Third-Party Websites**

Our website may link to external sites. We are not responsible for their privacy policies.

### **Changes to this Policy**

We may update this policy and will notify you of significant changes. Please check this page regularly for updates.