

# The Wilkinson partnership Privacy & Cookies Policy

## 1. Privacy

1. The Wilkinson Partnership Estate Agents operate this website and we are committed to protecting and respecting your privacy. The Wilkinson Partnership Estate Agents use the principal of 'Legitimate Interest' as the lawful basis for collecting and processing incoming personal data and subsequent ongoing communication regarding property-related matters. Separately, where we approach our clients for cross-selling any products or services, or where we may pass on non-property-related information, we use the principle of 'Consent' as the lawful basis to conduct business. It is easy to withdraw consent (opt-out) by unsubscribing from the communication e-mailed to you or by e-mailing [ho@qualityhomes.co.uk](mailto:ho@qualityhomes.co.uk) with your request.
2. This policy (together with our Terms of Website Use) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.qualityhomes.co.uk](http://www.qualityhomes.co.uk) you are accepting and consenting to the practices described in this policy.
3. For the purpose of the General Data Protection Regulations (GDPR) 2018 (the **Regulations**), the data controllers are The Wilkinson Partnership Estate Agents registered office address at 25 Market Square, Market House, Leighton Buzzard, Bedfordshire, LU7 1EU.

## 2. Information we may collect from you

1. Our aim is to maintain your data as accurately as possible and to collect data for a specified, explicit and legitimate reason. The data should be limited to what is necessary for us to provide you with property-related information or undertake business transactions for you. Fair and transparent treatment of your data is essential.

We may collect and process the data about you outlined in the document download below:

### [DATA PROTECTION INFORMATION](#)

2. **Information you give us.** You may give us information about you by filling in forms on our site [www.qualityhomes.co.uk](http://www.qualityhomes.co.uk) (**our website**) or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you search for a property, list your own property, request a valuation on our site, enter a competition, promotion or survey, and when you report a problem with our site.

3. **Information we collect about you.** With regard to each of your visits to our site we may automatically collect the following information:
    1. technical information, including the Internet protocol (**IP**) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and
    2. information about your visit, including the full Uniform Resource Locators (**URL**) clickstream to, through and from our site (including date and time); properties you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call us.
  4. **Information we receive from other sources.** We may receive information about you if you use any other websites we operate or the other services we provide. We may also work closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.
3. **Uses made of the information**
1. We use information held about you in the following ways:
  2. **Information you give to us.** We will use this information:
    1. to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us;
    2. to notify owners of properties you tell us you are interested in of your interest;
    3. to store your property preferences and search criteria so that we may contact you with details of properties which may be of interest to you;
    4. to provide details of your property to interested parties if you ask us to provide property marketing services (which we will display on our site, at our offices, in marketing emails and on information sheets we produce to market your property);
    5. to provide you with information about other services we offer that are similar to those that you have already purchased or enquired about;
    6. to provide you, with information about services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about services similar to those which were the subject of a previous sale or negotiations of a sale to you;
    7. to ensure that content from our site is presented in the most effective manner for you and for your computer.

3. **Information we collect about you.** We will use this information:
  1. to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  2. to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
  3. to allow you to participate in interactive features of our service, when you choose to do so;
  4. as part of our efforts to keep our site safe and secure;
  5. to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
  6. to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
4. **Information we receive from other sources.** We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).
4. **Disclosure of your information**
  1. **We may share your information with selected third parties including:**
    1. individuals or organisations interested in a property you own if you ask us to provide property marketing services;
    2. individuals or organisations who own a property if you indicate to us that you are interested in that particular property;
    3. business partners, suppliers and sub-contractors for the performance of any contract we enter into with you;
    4. advertisers and advertising networks that require the data to select and serve relevant adverts to you and others;
    5. analytics and search engine providers that assist us in the improvement and optimisation of our site.
  2. **We may disclose your personal information to third parties:**
    1. in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
    2. if The Wilkinson Partnership Estate Agents company's assets are acquired by a third party, personal data held by that company about its customers will be one of the transferred assets; and
    3. if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms of Website and other agreements; or to protect the rights, property, or safety

of The Wilkinson Partnership Estate Agents, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **5. Where we store your personal data**

1. The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (**EEA**). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of any services you request from us, the processing of your payment details and the provision of general support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
2. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.
3. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **6. Your rights**

1. We will not share your personal data with third parties for marketing purposes unless we obtain your permission to do so. We may use your personal data for our own internal marketing purposes and to contact you in accordance with the terms of this Privacy & Cookies Policy. You have the right to ask us not to process your personal data for any marketing purposes. You can exercise the right at any time by contacting us at [ho@qualityhomes.co.uk](mailto:ho@qualityhomes.co.uk).  
Your data protection rights are as follows:
  1. The right to be informed
  2. The right of access
  3. The right of rectification
  4. The right to erasure
  5. The right to restrict processing
  6. The right to data portability
  7. The right to object
  8. The right not to be subject to automated decision-making including profiling

2. Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies or such third parties use of your personal data. Please check these policies before you submit any personal data to these websites.

## 7. Access to information

1. The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act.

## 8. Changes to our privacy policy

1. Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## 9. Information about our use of Cookies

1. Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.
2. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.
3. We use the following cookies:
  1. **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
  2. **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
  3. **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
  4. **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

4. You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Expiry	Purpose
JSESSIONID	ColdFusion Session	At end of session	Used to establish an active user session and provide transaction support across multiple page requests. It is essential to the efficient use of the website. Holds no personally-identifiable data.
CFID, CFTOKEN	ColdFusion Persistent	Persistent	Used to establish an active user session and provide transaction support across multiple page requests. It is essential to the efficient use of the website. Holds no personally-identifiable data.
CFAUHTORIZATION	ColdFusion Session	At end of session	Used to authenticate client login details and grant access to Client Login area. Holds unique Client ID.
_ga	Google Analytics	2 years	Used to distinguish users
_gat	Google Analytics	10 minutes	Used to throttle request rate
_utma	Google Analytics	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing _utma cookies exist. The cookie is updated every time data is sent to Google Analytics.

5. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.
6. You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

## 10. Contact

1. Questions, comments and requests regarding this privacy and cookies policy are welcomed and should be addressed to [ho@qualityhomes.co.uk](mailto:ho@qualityhomes.co.uk)