

## Privacy and Data Protection policy

### 1. Introduction

Helphthemove Ltd. respects a party's privacy and is committed to protecting personal data.

This privacy policy contains information about who we are and how and why we collect, store, use and share personal data when you interact with us.

Where we refer to "we", "us" or "our" in this privacy policy, we are referring to Helphthemove Ltd. a company registered in England and Wales (Company number 8718829) as the legal entity that is responsible for processing personal data.

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us using our registered office address and alternative contact details set out below:

**Address:**

Helphthemove Ltd.  
5 The Parsonage Garden,  
Manchester,  
England,  
M3 2HS

**Email:** [privacy@helphthemove.co.uk](mailto:privacy@helphthemove.co.uk)

**Telephone:** 0161 399 0247

When you supply us with, or we collect, use, or share personal data, we are subject to applicable data protection laws including the General Data Protection Regulation 2016 and the Data Protection Act 2018 and are responsible for that personal data as a data processor. This notice will also inform you about your obligations where you supply us with third party data; and where you are the data subject, your privacy rights and how the law protects you.

It is important that you read this privacy policy together with any other privacy policy or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you, so that you are fully aware of how and why we are using your data, or where you are the third party data supplier, your obligations to us. This privacy policy supplements the other notices and is not intended to override them.

Where we have an agreement with you, this notice supplements and amends that agreement in relation to its contents. The terms of this notice will take effect immediately on publication on our website. Where there is any conflict between the

terms of this notice and the terms of our agreement with you, the terms of this notice will override the conflicting term in our agreement with you.

## **2. Personal Data provided by us to you or accessed by you in the course of our agreement with you**

You may have access to certain personal information of individuals within our business which may be necessary for our business relationship. This information will include (but is not limited to) names and personal data of individual persons such as:

- officers of a company;
- partners in a partnership;
- shareholders in a business; and
- names and contact details of persons within our business and related third parties whose details are required or provided for communication purposes (such as sales and accounts personnel with whom you deal) or which are acquired in pursuance of providing the services (such as access to our database if you are providing IT support services).

In agreeing to allow you to process “our” personal data, you confirm in each instance that:

- you limit access to that data to those who have a genuine business need to access it;
- you have appropriate security measures to prevent personal information from being accidentally lost, or used or accessed unlawfully;
- you will only process that data for the purpose, and for the period strictly required in our transactions with you and that you will review and cleanse such data from time to time as appropriate;
- you have provisions within officer and employee service agreements or employment policies within your business, which are GDPR compliant, and which require personnel to comply with the GDPR when accessing or processing our personal data; and
- if applicable, you have enforceable provisions within your contracts and terms of business in place with your suppliers, which may have access to such personal data.

You confirm that in processing our personal data, you will process such personal data only for the purpose for which it is provided and will retain such personal data only for so long as is necessary for the purpose for which it is provided and that you will review and cleanse such data from time to time as appropriate.

## **3. Third party Personal Data provided by you to us**

As a contracting party with you, we have access to certain personal information of individuals whose details you have supplied to us in fulfilment of our agreement with

you so that we may receive your services or provide our services to you or the party whose details you have provided to us. This information will include (but is not limited to) names and personal data of individual persons such as the persons listed in 2 above, Landlords and tenants of properties.

In providing and agreeing to allow us to process personal data, whether within your business or to other persons whose details you provide, you confirm in each instance that:

- you have provisions within officer and employee service agreements or employment policies within your business, which are data processing compliant, and which authorise you to:
  - provide personal data of individuals to us for the purposes of transacting business with you (including communicating with those persons and where applicable providing the details of those persons to those third party suppliers we are introducing you/them as part of our agreement with you);
  - authorise us to access information containing personal data from third parties for the purposes of doing business with you;
- you have enforceable provisions within your contracts and terms of business in place with your customers whose details (and where applicable, whose tenant's details) you provide to us, and with those tenants themselves whose details you have obtained directly, which are data processing compliant, and which confirm that:
  - you, and we are authorised to receive from your customers and tenants, whether directly or indirectly through you, information, for the purposes of doing business with them;
  - personal data provided by your customers and tenants to you has been provided in accordance with and is compliant with data protection law for that purpose;
  - that personal data accessed by us in relation to your customers and your customer's tenants is authorised for our use in accordance with data protection law for that purpose; and
  - you are authorised to provide that information and personal data to us; and
  - the personal data which you have obtained and provided to us as been obtained through Legitimate Interest, or to the extent legitimate interest does not apply, all such persons have actively provided informed consent to their personal data being held and processed by us for the purposes of our contracting and communicating with you, them and our third party utility providers.

#### **4. Our use of Personal Data**

We may, in accordance with our audit process, require you from time to time, to provide evidence of your compliance with the terms of this notice.

## **5. Our use of Personal Data where you are the data subject**

### **1. THE DATA WE COLLECT ABOUT YOU**

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** which allows us to identify you including your name and title.
- **Contact Data** including postal address, email address and telephone numbers.
- **Transaction Data** including historical transactions for services from us.
- **Technical Data** – where you use our website, including internet protocol (IP) address, your login data, browser type and version, time zone setting and general location, browser plugin types and versions, operating system and platform and other technology on the devices you use to access this website. This also includes your username and password for our client portal.
- **Usage Data** including information about how you use our website and services including your service preferences and any feedback
- **Marketing and Communications Data** including your preferences in receiving marketing from us and our third parties and your communication preferences.

#### **Failing to Provide Personal Data**

Where we need to collect personal data in order to provide services to you and you do not provide that requested data, we may be prevented or delayed in providing you with our services.

### **2. HOW IS YOUR PERSONAL DATA COLLECTED?**

We use different methods to collect data from and about you including through:

#### **(A) Direct interactions**

You may give us your Identity, Contact and Financial Data by uploading to our portal, or by corresponding with us by post, phone or email. This includes personal data you provide when you:

- enquire about, request or order our services;
- access and receive our services;
- subscribe to our emails or SMS notifications;
- request marketing to be sent to you; or
- give us some feedback.

#### **(B) Automated technologies or interactions**

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see below for more details about cookies.

**(C) Third parties or publicly available sources.**

We may receive personal data about you from various third parties set out below:

- **Identity Data** from Landlords and their agents for the purposes of providing you with information about the services we offer;
- **Technical Data** from our IT providers, analytics providers and search information providers;
- **Contract and Transaction Data** from providers of utilities whose services we introduce to you;

**3. HOW WE USE YOUR PERSONAL DATA**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we have entered into with your landlord or their agent;
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

**Using your Personal Data**

We have set out below, a description of the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

<b>Purpose/Activity</b>	<b>Type of Personal Data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register your details as a landlord or Agent (whether via our website, a paper form, by phone, email or otherwise).	(a) Identity (b) Contact (c) Financial	Performance of a Contract with you

<p>To register your details as a tenant and process your information by introducing you to:</p> <ul style="list-style-type: none"> <li>Utility services and other provider whose services you have indicated a willingness to receive.</li> </ul>	<p>(a) Identity (b) Contact (c) Financial</p>	<p>(a) Performance of a Contract with you by utility providers  (b) You have provided informed consent to receive the third party services of a utilities provider we introduce to you</p>
<p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> <li>Notifying you about changes to our terms or privacy notice</li> <li>Managing and securing our contractual relationship</li> <li>Asking you to leave a review or take a survey</li> </ul>	<p>(a) Identity (b) Contact (c) Marketing and Communications</p>	<p>(a) Performance of a Contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)  (b) Necessary to comply with a legal obligation</p>
<p>To use data analytics and automated profiling to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage</p>	<p>You have agreed to receive these notifications.</p>

## Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or used our services or if you provided us with your details when you have opted in to receiving that marketing.

## Opting Out

You can ask us or third parties to stop sending you marketing messages at any time by contacting us using the details set out at the start of this privacy notice.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of use of our services.

## Cookies

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. By continuing to browse the site, you are agreeing to our use of cookies.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to checkout and make payments to us online.
- **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.
- **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).
- **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.

Please note that in some cases, trusted third parties (including, for example, advertising networks and providers of external services like web traffic analysis services – like Google Analytics) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information.

If you choose to connect to your social network account through our site, third party social media platforms will set cookies over which we have no control, and which are subject to the cookie policies of the relevant third party platform.

You may 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.

### **Change of Purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **4. SHARING YOUR PERSONAL DATA**

We routinely share personal information with third party utility providers in provision of our services to you. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## **5. INTERNATIONAL TRANSFERS**

We do not transfer your personal data outside the European Economic Area (**EEA**).

## **6. DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.



We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 7. DATA RETENTION

Your personal data may be held at our office and at the locations of those third parties set out above. This includes personal data held on our IT systems.

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Some data may be retained for legal (including tax) reasons for a period exceeding that which we require for our business purposes.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) in which case we may use this information indefinitely without further notice to you.

## 8. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

You have the right to:

- **Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us using the details set out at the start of this privacy notice.

#### **No Fee Usually Required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

#### **What We May Need From You**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

#### **Time Limit to Respond**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **GLOSSARY**

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

### **Third Parties**

Includes:

- Our service providers who provide IT and system administration services.
- Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- Utility providers, regulators and other parties acting as joint processors or controllers (landlords and agents) who require reporting of processing activities in certain circumstances.

Information relating to the GDPR can be found at:

<https://gdpr.eu/>