

## Introduction

Data Protection Contact: [Thomas Goodall](#)

Contact Email: [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk)

Freeman Real Estate Ltd respects your privacy and recognises that protecting personal data is an important responsibility. This Privacy Notice explains how and why we collect personal information, how it is used, the circumstances in which it may be shared with others, and how it is kept secure. Freeman Real Estate Ltd processes personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## Who We Are

Freeman Real Estate Ltd is a letting agency that specialises in managing landlord properties on their behalf and renting those properties to organisations operating in the supported housing and care sector. As the data controller, we are responsible for deciding how the personal data is collected, used and stored.

Our registered office is located at:

1C School House  
St Philips Courtyard  
Church Hill  
Coleshill  
England  
B46 3AD

For any queries regarding your personal data, please contact our Data Protection Contact at [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk).

## Data We Collect

We may collect, use, store, and transfer various types of personal data, including but not limited to:

**Identity Data:** Name, title, date of birth, gender, and identification documents.

**Contact Data:** Address, email, phone number, and emergency contact details.

**Financial Data:** Bank account details, payment card information, and transaction history.

**Transaction Data:** Details of payments, property rental agreements, and services you have used.

**Verification Data:** Information required to verify identity or comply with legal obligations, including identity verification checks and anti-money laundering compliance documentation.

**Correspondence Data:** Records of communications with you, including emails, letters, and telephone enquiries.

**Technical Data:** IP address, login data, browser type, and other details collected through cookies.

**Profile Data:** Usernames, passwords, preferences, and feedback.

**Usage Data:** Information on how you interact with our website and services.

**Marketing and Communications Data:** Preferences for receiving communications and marketing materials.

**Children's Data:** Our services are not directed at children and we do not knowingly collect personal data from individuals under the age of 18. If we become aware that personal data of a child has been collected without appropriate consent, we will take steps to delete such information.

## How We Collect Data

We collect personal data through the following methods:

**Direct Interaction:** Via forms, contracts, and direct communication (phone, email, WhatsApp, SMS messages, social media platforms, or other messaging services).

**Automated Technologies:** Through cookies, server logs, and other technologies when you interact with our website.

**Third Parties and Public Sources:** From credit reference agencies, government bodies, professional advisors, contractors, supported housing providers, care providers, or other publicly available sources such as Companies House or other public registers.

## Legal Basis for Processing Your Data

We process your personal data under the following lawful bases:

**Contractual Necessity:** To fulfil our contractual obligations or to take steps at your request before entering into a contract.

**Legal Compliance/Obligation:** To comply with legal and regulatory requirements.

**Legitimate Interests:** For the legitimate interests of Freeman Real Estate Ltd in operating and improving our services, managing properties, and communicating with landlords, clients, and service users, except where such interests are overridden by your rights and interests.

**Consent:** Where you have provided explicit consent for specific processing activities.

## How We Use Your Personal Data

Your personal data is used for the following purposes:

**Service Delivery:** To provide property letting and management services, including but not limited to tenant placement, property management, maintenance coordination, and rental transactions.

**Compliance:** To comply with legal and regulatory obligations, including anti-money laundering checks and other statutory requirements.

**Customer Support:** To manage inquiries, complaints, and service requests.

**Marketing:** To send you information about our services that may be of interest to you, provided you have consented to receive such communications.

**Improvement of Services:** To analyse how our services are used and improve the quality, performance, and effectiveness of our services.

## Data Sharing and Third Parties

We may share your personal data with the following categories of third parties:

**Service Providers:** Companies that provide services on our behalf, including but not limited to IT service providers, cloud software providers, property management software providers, tenant referencing platforms, utilities or billing platforms, communication platforms used to manage enquiries and correspondence, and payment processors.

**Professional Advisors:** Accountants, lawyers, insurers, and other professional advisers where necessary.

**Regulatory Authorities:** HMRC, law enforcement agencies, regulators, and other authorities where required by law.

**Housing Providers:** Including but not limited to supported housing providers, housing associations, charities, care providers, registered providers where necessary to facilitate property management, property access, or tenant arrangements.

**Independent Contractors:** Independent maintenance contractors and service providers who carry out repairs, inspections, or other work at properties we manage.

We ensure that any third parties with whom we share personal data are subject to appropriate confidentiality obligations and process personal data in accordance with applicable data protection laws, including the UK GDPR.

## International Transfers

Some of the third parties we work with may process personal data outside the United Kingdom. Where this occurs, we ensure that appropriate safeguards are in place to protect personal data, such as standard contractual clauses or other lawful transfer mechanisms approved under UK data protection law. We take steps to ensure that personal data transferred outside the UK receives an equivalent level of protection.

## Data Security

We take appropriate technical and organisational measures to protect personal data from unauthorised access, loss, misuse, or alteration.

These measures may include secure systems and networks, access controls that limit who can access personal data, and regular monitoring and review of our security practices.

While we take reasonable steps to protect personal data, no method of transmission over the internet or electronic storage can be guaranteed to be completely secure.

## Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including to meet legal, accounting, or regulatory requirements.

In general, we retain personal data for the following periods:

- Contractual and financial records: up to 6 years after the end of the relevant relationship or transaction.
- Identity verification and anti-money laundering records: up to 5 years, in accordance with applicable legal requirements.
- General enquiries and correspondence: up to 12–24 months unless a business relationship is established.
- Marketing communications: until you withdraw your consent or opt out of receiving such communications.

When personal data is no longer required, it will be securely deleted or anonymised.

## Your Data Protection Rights

Under UK data protection laws, you have the following rights regarding your personal data:

**Right of Access:** Request a copy of the personal data we hold about you.

**Right to Rectification:** Request that inaccurate or incomplete personal data is corrected.

**Right to Erasure:** Request the deletion of your personal data, subject to certain legal conditions.

**Right to Restrict Processing:** Request that we limit how your personal data is processed in certain circumstances.

**Right to Data Portability:** Request that your personal data be transferred to another organisation or provided to you in a structured, commonly used and machine-readable format.

**Right to Object:** Object to the processing of your personal data where we rely on legitimate interests as the legal basis.

**Right to Withdraw Consent:** Where we rely on your consent to process personal data, you may withdraw that consent at any time.

If you have concerns about how we handle your personal data, you should contact us in the first instance. You may also raise a complaint in accordance with our Complaints Policy available on our website.

**Right to Lodge a Complaint with the ICO:** You have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe that we have not complied with applicable data protection laws or have mishandled your personal data. Further information can be found at [www.ico.org.uk](http://www.ico.org.uk).

If you wish to exercise any of these rights, please contact us at [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk). We may request specific information to confirm your identity before processing your request.

## Data Breach Response

In the event of a personal data breach, we will take appropriate steps to investigate and respond to the incident.

Where required by applicable data protection laws, we will notify the Information Commissioner's Office (ICO) and, where necessary, inform affected individuals if the breach is likely to result in a risk to their rights and freedoms.

We will also take appropriate steps to mitigate any potential impact and prevent similar incidents from occurring in the future.

## Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance your browsing experience, analyse website usage, and improve our services. Cookies may also be used to remember your preferences when you visit our website.

For more detailed information about the cookies we use and how you can manage your preferences, please refer to our Cookie Policy.

## Third-Party Links

Our website may contain links to third-party websites. We do not control and are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our practices or legal requirements.

Any updated version will be posted on our website, and where appropriate, we may take reasonable steps to notify you of significant changes.

## Contact Us

If you have any questions about this Privacy Notice or how we handle your personal data, please contact our Data Protection Contact:

**Email:** [support@freemanrealestate.co.uk](mailto:support@freemanrealestate.co.uk)

**Phone:** 0121 817 3321

**Address:** 1C School House, St Philips Courtyard, Church Hill, Coleshill, B46 3AD

## Policy Information

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