



## Protecting Your Data is Important to Us

### Introduction

We are Alexander Mills Limited trading as Reeds Rains, an independently owned franchise business operating under licence from Reeds Rains Limited. This privacy notice relates to your personal data we collect. Reeds Rains Limited are also a separate controller for processing your data and you can view their privacy notice <https://www.reedsrains.co.uk/help/privacy-notice>.

This notice explains how we use personal information collected:

- through our websites and
- when you contact us in other ways (eg forms, email, social media, telephone).

We keep this notice under review and may update it. It was last updated on 30/03/2026.

### What information is being collected from you?

Category	Examples	When we collect
<b>Contact details</b>	Name Address Email Phone numbers	When you choose to use our services When you register an account on our website or use an online form to contact us
<b>Personal details</b>	Marital status Date of birth Nationality Tax status Landlord registration details	Typically when engaging in our sales or lettings services
<b>Property information</b>	Address Property description Floor plans	When you ask us to market a property to sell or let on your behalf



	<p>Reports and certificates</p> <p>Property photographs</p> <p>Property licencing details</p> <p>Proof of ownership</p>	
<b>Financial information</b>	<p>Bank account details and other payment information</p> <p>Proof of funds / source of funds evidence</p> <p>Mortgage and ownership of property arrangements</p> <p>Income details (including employment and benefit information)</p> <p>Credit check information including the outcome of any check</p>	<p>Where we manage transactions or take payments</p> <p>When you make an offer to buy through us</p> <p>When you ask us to sell your property</p> <p>When you apply to rent a property through us</p> <p>When you act as a guarantor on behalf of a tenant</p>
<b>Identity and legal checks</b>	<p>Identification documents</p> <p>The outcome of checks</p>	<p>For example, anti-money laundering checks and right-to-rent checks where required by law</p>
<b>Tenancy details</b>	<p>Move in and out date</p> <p>Meter readings</p> <p>Details of deposit</p> <p>Details of any pets</p> <p>Photographs of property for inventory or inspection</p>	<p>When setting up and managing a tenancy for you</p>
<b>Website information</b>	<p>Time and date of visits</p> <p>Pages visited</p> <p>Referral URL</p>	<p>When you visit our websites</p>



	The time, date and duration of your visit to our website IP addresses Other similar website usage	
<b>Call recordings</b>	A recording of your conversation A transcript of your call	If you speak to us in a department which records calls
<b>Special Category Information</b>	Health information Appropriate adjustments	When you volunteer this information to us

### **Special category data and criminal disclosures**

Sometimes we may handle information that needs extra protection under data protection law (for example, health information you choose to share with us). When we do, we apply additional safeguards required by law.

### **How we use your information**

We use personal for purposes such as:

<b>Activity</b>	<b>Use of Data</b>
<b>Estate agency services</b>	Helping you sell your property, or find a property to purchase Valuing your property Providing conveyancing services (Homefast Limited.) Referring you to our mortgage and insurance partners (Embrace Financial Services Limited, Mortgages First Limited and First2Protect Limited) Progressing any mortgage and/or insurance transaction you may have commenced using our services Referring you to e.surv Limited if you would like a home survey or property valuation report Commissioning a Home Report (Scotland only)



<b>Lettings services</b>	<p>Helping you let your property, or find a property to rent</p> <p>To carry out tenant referencing and credit checks to assess if you are creditworthy before you move into a property or acting as a guarantor</p> <p>To protect a tenant's deposit by registering it with a deposit protection scheme</p> <p>To process the receipt and payment of rent, maintenance and tax</p> <p>To arrange an energy performance certificate or home report inspection for you</p> <p>To arrange an inventory or to prepare a report on the condition of a property</p> <p>To ensure utilities are in place and utility companies / local authorities can contact you for billing purposes when you move into a property</p> <p>To arrange and carry out essential maintenance and emergency repairs to a property via an approved contractor</p> <p>To offer you insurance services</p>
<b>Marketing our services to you</b>	<p>Providing an instant valuation for you</p> <p>To provide you with general updates in relation to the property market</p> <p>To provide you with information or services believed to be relevant to you, including conveyancing and financial services products</p> <p>To carry out targeted advertising to you on social media websites when you have already shown an interest in our services</p>
<b>Responding to your queries</b>	<p>To help answer any questions which you have asked one of our agents or staff members</p>



	To provide you with a quote for our services
<b>Improving our services</b>	To analyse cookie and website usage data to improve our website; To allow us to customise the content which is presented to you based on your likely interests To keep client records up to date
<b>Legal and Regulatory Obligations</b>	To comply with applicable laws where we are obliged to retain and/or disclose certain information To investigate or address claims or complaints relating to your use of our services For internal and external auditing purposes To carry out anti-money laundering checks / PEPs / Sanctions checks To carry out right to rent checks
<b>Other</b>	To take a payment for the services we provide to collect a debt which is owed to us for onward referencing where you are a tenant Retention of copyright in all advertising material (including photographs)

## **Our legal basis for using your information**

We only use your personal information where we have a lawful reason to do so, including:

Contract: where we need your information to provide a service you've asked for (e.g. selling a property or managing a tenancy).

Legitimate interests: where it is necessary for running our business and providing services efficiently, when performing marketing and we have balanced this against your rights (you can object in some cases).

Legal obligation: where we must process information to comply with the law (e.g. identity checks).



Consent: where we ask for permission for specific processing (for example, certain types of marketing or cookies).

If you want more information about which legal basis applies to a specific activity, you can contact us.

## **Where we get your information from**

Most information comes directly from you. We may also receive information from:

- Other LSL Group companies and other franchisees
- Third parties such as credit reference agencies, regulators/law enforcement where appropriate, commercial databases, and social networks
- Introducers (where they have referred you), your employer / solicitor / trustees/ attorney
- Property portals
- Public sources (eg electoral roll, HM Land Registry)
- Partners, spouses, family members or friends if acting on your behalf.

## **How long we keep your information**

We keep personal information:

- for as long as needed for the purpose it was collected, and
- for longer where required by law or necessary for legal claims/audits.

We take steps to delete or de-identify information when it is no longer needed. You can request a copy of our retention policy.

## **Who do we disclose your information to?**

The information you provide to us will be recorded and stored on our systems and accessed to our staff.

Reeds Rains and other companies within the LSL Group may have access to your personal data where needed for the purposes in this notice, where services are provided across the group or where you've agreed. Your personal information may also be made available to other Reeds Rains franchisees.

We will also disclose your information to the following third parties when required for the following purposes:



<b>Who</b>	<b>Why</b>
<b>Vendors and buyers</b>	To facilitate viewings and notify of any offers to buy or let their property To update and progress the sale or purchase of your property
<b>Landlord, tenant and guarantor</b>	To comply with our legal obligations To keep all parties fully informed where we manage a property on behalf of a landlord To allow you to contact each other directly in circumstances where the landlord is managing the property
<b>Professional photographers</b>	To produce marketing packs for the sale or let of your home
<b>General Insurance Services (administered by First2Protect Limited)</b>	To allow First2Protect Limited the opportunity to offer you a quotation for home or rent protection insurance when you have had an offer accepted to buy or rent a property, or when you agree to let your property
<b>Mortgage and Protection Services (Embrace Financial Services and Mortgages First)</b>	To allow Embrace Financial Services the opportunity to offer you mortgage and protection advice when you register your interest in a property, progress a sale or purchase, or when your circumstances suggest financial advice may be beneficial
<b>Conveyancers</b>	If you ask us to arrange conveyancing services for you To update and progress the sale or purchase of your property
<b>Surveyors</b>	If you or your mortgage provider requires a homebuyers or structural survey to be carried out If you agree for us to refer you for a home survey or property valuation report



<b>Who</b>	<b>Why</b>
<b>LSL Land &amp; New Homes</b>	When you agree to buy a new home introduced by Land & New Homes. You can find out more how your information will be used at <a href="http://www.lsllandandnewhomes.co.uk/privacy-notice">www.lsllandandnewhomes.co.uk/privacy-notice</a>
<b>Law enforcement bodies and/or other regulatory entities</b>	In order to comply with any legal obligation or court order including the police, HMRC and local authorities
<b>HMRC and other law enforcement / regulatory bodies (including local authorities)</b>	To comply with any legal obligation, respond to a lawful request or comply with a court order including the police, HMRC and local authorities
<b>Auction houses</b>	Where we offer your property to be sold by this method
<b>Anti-money laundering check providers</b>	To help us perform our anti-money laundering checks
<b>Digital marketing solutions</b>	To support us in performing marketing campaigns
<b>Advertising and conversion measurement partners</b>	To capture how you use and interact with our website, so we can improve and market our products/services
<b>Property portals</b>	To help us promote the sale or let of your property
<b>Estate agency and property management technology providers</b>	To provide you with a better service when performing our agency activities. These include: Web chat Estate agency platform solutions Lead generation software Property maintenance management Tenancy application management solutions Conversational AI solutions SMS and similar communications solutions



<b>Who</b>	<b>Why</b>
	Inventory service providers
<b>Website hosting companies</b>	To manage website hosting and provision of online accounts
<b>eSignature services</b>	To facilitate electronic signature of documents
<b>Approved contractors</b>	<p>To install for sale or let boards</p> <p>To arrange and carry out essential maintenance and emergency repairs to your property to meet legal safety and housing standards</p> <p>To carry out inventory checks and report on the condition of your property</p> <p>To arrange gas or electric safety checks to your home</p>
<b>Utility switch partner</b>	<p>Where the landlord of a property instructs us to arrange the supply of a property's gas and/or electricity</p> <p>For the purposes of notifying council tax, water and energy suppliers at the property and for the purposes of setting up accounts with them when you start a tenancy</p>
<b>Deposit protection service</b>	To register the tenancy with a deposit protection scheme
<b>Deposit and guarantor providers</b>	Where you have declared an interest in using one of these schemes
<b>Freeholders and block managers</b>	When managing the property and dealing with building-related matters, and comply with legal requirements
<b>Local authorities</b>	<p>When a local authority mandates that we share information regarding a property or tenancy with them</p> <p>To notify changes at the start / end of a tenancy for council tax purposes</p>



<b>Who</b>	<b>Why</b>
	To notify exemption from council tax where you are a student living in a property occupied only by full time university or college students
<b>The Property Ombudsman</b> <b>The Landlord Ombudsman</b>	Where they are providing an alternative dispute resolution service in connection with the services which we are providing.
<b>Propertymark</b>	A professional body responsible for raising professional standards amongst letting agents, where information relating to you is requested by them to protect your interests
<b>Professional photographers</b>	To produce marketing packs for the sale or let of your home
<b>Professional advisers</b>	For assisting us to better manage, support or develop our business and comply with our legal and regulatory obligations
<b>Debt collection agencies</b>	To assist us in collecting any monies which you owe to us where payment is overdue
<b>Third parties</b>	In the event of a claim or dispute relating to the use of our services
<b>Third party payment processors</b>	To facilitate any payments we collect from you in a secure manner

## **Marketing**

We may use your details to tell you about products or services we think may interest you, in line with applicable laws. If you contact us through the 'contact' page of our website, make an enquiry in branch or on the phone to us, we will use the details you have supplied to us to provide you with our general property marketing by email unless you choose to opt out of these communications. If you agree to marketing, you can



still stop at any time by unsubscribing from a link, your account or contacting your branch/us. We may however contact you by phone where we believe there are additional services you may be interested in. We rely on legitimate interests in contacting you but you can always let us know if you wish to never receive any communication from us using the details below.

If you buy or rent a property, or agree to let a property, we share information with First2Protect Limited so they can provide an insurance quotation. This is again based on legitimate interests, and you can ask your branch/us not to share your information for this purpose.

## **Third party websites**

Our sites may link to other websites. We are not responsible for how those sites handle your information, and their own privacy notices apply.

## **Keeping your information secure**

We use security measures designed to protect your information from unauthorised access, unlawful processing, accidental loss, destruction, or damage. We also recommend you take care when sending information (e.g. avoid sending confidential information over unprotected email).

Third parties service providers who process your personal data on our behalf may be in the UK or elsewhere in the world where different privacy laws may apply which may not offer the same level of protection as UK law. We only make these arrangements or transfers where we are satisfied that adequate levels of protection are in place to protect any information held in that country and that the service provider always acts in compliance with applicable privacy laws.

## **Cookies**

We use cookies (including analytics cookies) to understand how people use our sites and improve them. Please see our separate Cookie Policy for details and choices.

## **Your rights**

You have rights over your personal information. In summary, you can:

- Ask for a copy of the personal data that we hold about you
- Ask us to correct inaccurate data



- Ask us to delete data – though sometimes we must keep it (e.g. legal obligations).
- Ask us to restrict how we use your information in some situations.
- Object to certain types of use, including direct marketing and some uses based on legitimate interests.
- Complain if you are unhappy with how we have handled your information. (see below)
- Withdraw consent where we rely on it for the lawful basis of processing

To exercise your rights, contact us using the details below. We may ask for information to confirm your identity before responding.

## **How to contact us**

If you have questions or comments about our Privacy Notice or if you wish to exercise your rights mentioned above, please contact us by:

**Email:** [kennington@reedsrains.co.uk](mailto:kennington@reedsrains.co.uk)

**Post:** 42 Kennington Road, Kennington, SE1 7BLor

**Telephone:** 0207 928 2406

If you are unhappy with how we've handled your information, you can make a complaint to ourselves. We will acknowledge receipt of your data protection complaint no later than 30 calendar days of receiving it. Following our investigation of your complaint, we will provide you with an outcome without undue delay.

If you remain dissatisfied after our final response, you have the right to complain to the Information Commissioner's Office (ICO) You can do this at any time after you have completed our internal complaints process. ICO contact details are available at <https://ico.org.uk>.

## **How to Contact Reeds Rains**

If your query relates to use of your personal information by our franchisor, you may contact them via:

**Email:** [dataprotection@slps.co.uk](mailto:dataprotection@slps.co.uk);

**Post:** Data Protection Officer, Newcastle House, Albany Court, Newcastle Business Park, NE4 7YB; or

**Telephone:** 0191 233 4600