

01568616004

info@caldicottlettings.co.uk

[Privacy Policy](#)

[1. Company Information](#)

Caldicott Property Lettings & Management LTD

Registered Office: 19 School Lane, Leominster, Herefordshire, HR68AA

Company Number: 8155136

We operate as a private sector residential property lettings and management agency, and also conduct limited sales.

[2. Personal Information We Collect](#)

We may collect and process the following types of personal data, including but not limited to:

- Contact Information: name, phone number, email address, postal address (via forms, email, or telephone)
- Tenancy/Lettings Information: tenant references, landlord details, tenancy agreements, rent payments, property maintenance requests, Right to Rent documentation
- Sales Data: vendor and purchaser details, offers, sales progression records
- Technical Data: IP address, browser type, device information, operating system, referring URLs
- Marketing & Analytics: cookies, tracking pixels (e.g., Facebook Pixel), Google Analytics, email campaign data
- Identification & Verification: copies of ID, proof of address, bank details, credit checks (especially for AML or legal compliance)
- Sensitive Information: only where legally required (e.g. for AML, fraud prevention, Right to Rent checks)

We collect data when you:

- Submit an enquiry or sign up on our website
- Enter into a tenancy or property sale
- Communicate with us by phone, email or in person
- Consent to cookies or marketing communications

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3. Lawful Basis & Purpose of Processing

We process your data on the following legal bases under UK GDPR:

- Consent – For marketing emails, cookies, and other non-essential communications
- Contractual Obligation – To provide services such as property lettings, management, and sales
- Legal Obligation – Compliance with AML regulations, Right to Rent, financial record-keeping
- Legitimate Interest – Business operations including fraud prevention, client support, service delivery, complaint handling, and property maintenance

4. How We Use Your Data

Your data may be used to:

- Deliver property lettings, management, or sales services
- Facilitate referencing, tenancy agreements, and contract fulfilment
- Respond to enquiries or support requests
- Conduct anti-fraud, credit, and identity checks
- Improve website performance and customer experience
- Notify you about important changes, updates, or issues
- Send marketing materials (if you have opted in)
- Comply with legal and regulatory obligations (e.g. HMRC, Home Office)

5. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Enhance site functionality and user experience
- Monitor site traffic and improve marketing performance
- Personalise content and ads

You can manage cookie preferences via our [Cookie Policy] or through your browser settings.

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6. Third-Party Sharing

We may share your data with trusted third parties, including:

- Lettings & Property Platforms: property portals, CRM systems, referencing and rent guarantee providers (e.g., Goodlord, APEX27)
- Legal & Regulatory Bodies: local councils, HMRC, deposit protection schemes, police, courts
- Maintenance & Service Contractors: tradespeople, inventory clerks, EPC assessors, cleaners
- Marketing Providers: email campaign tools (e.g., Mailchimp), digital marketing partners (only with consent)
- IT & Analytics Services: website hosting, analytics tools, cloud providers

All third-party partners are contractually bound to uphold GDPR standards and safeguard personal data.

7. International Data Transfers

Where data is processed or stored outside the UK or EEA (e.g., by third-party analytics tools), such transfers are secured through:

- UK adequacy decisions
- Standard Contractual Clauses (SCCs)
- Other appropriate legal mechanisms

8. Data Retention

We retain your data only as long as necessary for the purposes it was collected:

- Tenancy and sales data: 7 years post-termination (statutory and legal obligations)
- Financial records: minimum 6 years per HMRC requirements
- Marketing consents/preferences: until you withdraw consent
- Website analytics and cookies: per our Cookie Policy

Data is securely deleted or anonymised when no longer needed.

9. Your Rights

Under data protection laws, you have the right to:

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- Access the personal data we hold about you
- Request rectification of inaccurate or incomplete data
- Request deletion of your data where legally permissible
- Restrict or object to certain types of processing
- Withdraw consent at any time (e.g., for marketing)
- Request a copy of your data in a portable format
- Lodge a complaint with the Information Commissioner's Office (ICO): <https://ico.org.uk>

To exercise any of your rights, contact us at:

info@caldicottlettings.co.uk

10. Security Measures

We take data security seriously. Measures include:

- SSL-encrypted websites and portals
- Secure data storage and access controls
- Role-based access for internal staff
- Staff training on data handling and confidentiality
- Regular backups and software patching

11. Children's Privacy

Our services are not intended for individuals under 16. We do not knowingly collect or process data from children.

12. Policy Updates

We may update this Privacy Policy periodically. We will post the revised version on this page, and notify users of significant changes via email or website notice.

Last Updated: 1 August 2025


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13. Contact Us

For questions, concerns, or requests about this Privacy Policy, please contact:

Caldicott Property Lettings & Management LTD

 [Caldicott Property Lettings, Sales And Landlord Management](#)

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