

# Privacy Policy

Prime Estate Agents UK Ltd | Registered No. 06487867 | 167-169 Church Road, Yardley, Birmingham, B25 8UR | bash@primeestatesuk.com

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Last updated: 29 March 2026

## 1. Who We Are

Prime Estate Agents UK Ltd (company number 06487867) is a real estate agency providing residential and commercial property sales, lettings, and property management services. Our registered office is 167-169 Church Road, Yardley, Birmingham, B25 8UR. We are the data controller for the personal information we hold about you.

If you have any questions about this policy or how we handle your data, please contact us at bash@primeestatesuk.com.

## 2. What Information We Collect

### Information you provide to us:

- Name, address, email address, and telephone number
- Financial information for tenancy referencing or mortgage purposes
- Identification documents (passport, driving licence) for anti-money laundering checks
- Details of the property you wish to buy, sell, rent, or let
- Any other information you provide when contacting us or completing forms

### Information collected automatically:

- IP address and browser type when you visit our website
- Pages visited, time spent on site, and referring URLs via Google Analytics
- Cookie data (see our Cookie Policy)

## 3. How We Use Your Information

We use your personal data for the following purposes:

- To provide property sales, lettings, and management services
- To conduct anti-money laundering and identity verification checks as required by law
- To process tenancy applications and referencing
- To communicate with you about properties, viewings, and offers
- To send you relevant property updates and marketing where you have consented
- To improve our website and services using anonymised analytics data
- To comply with legal and regulatory obligations

## 4. Legal Basis for Processing

- Contract performance — where processing is necessary to fulfil a service you have requested
- Legal obligation — for anti-money laundering, tenancy deposit, and other statutory requirements
- Legitimate interests — to operate and improve our business
- Consent — for marketing communications, which you may withdraw at any time

## 5. Sharing Your Information

We may share your information with:

- Referencing agencies and credit check providers for tenancy applications

- Solicitors and conveyancers involved in a property transaction
- Mortgage brokers and financial advisers where relevant
- Maintenance contractors and tradespeople for property management
- HM Revenue & Customs and other regulatory bodies where required by law
- IT service providers who process data on our behalf under data processing agreements

We do not sell your personal data to third parties.

## 6. Data Retention

We retain personal data for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. Typically, client and transaction records are retained for 6 years following the end of a transaction or relationship.

## 7. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Rectify inaccurate or incomplete data
- Request erasure of your data in certain circumstances
- Object to or restrict processing of your data
- Data portability where processing is based on consent or contract
- Withdraw consent at any time where processing is consent-based
- Lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk)

To exercise any of these rights, please contact us at [bash@primeestatesuk.com](mailto:bash@primeestatesuk.com).

## 8. Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or destruction. Access to personal data is restricted to authorised staff only.

## 9. Changes to This Policy

We may update this Privacy Policy from time to time. The current version will always be available on our website and will show the date it was last updated.