



**OUR PRIVACY POLICY – YOUR RIGHTS, YOUR INFORMATION AND HOW WE USE IT**

Riverdale Developments Limited are committed to protecting your personal information. Our privacy policy contains important information about what personal details we collect; what we do with that information; who we may share it with and why; and your choices and rights when it comes to the personal information you have given us. Our privacy promise, We promise:

- To keep your data safe and secure
- Not to sell your data
- To give you ways to manage and review your marketing preferences at any time.

**HOW THE LAW PROTECTS YOU**

As well as our privacy promise, your privacy is protected by law.

Data Protection law states that we are allowed to use personal information only if we have a proper reason to do so.

The law states we must have one or more of these reasons:

- To fulfil a contract we have with you; or When it is our legal duty; or
- When it is our legitimate interest; or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you.

**WHEN DO WE COLLECT INFORMATION ABOUT YOU?**

We collect the following personal information when you provide it to us:

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a potential / new customer for homes to purchase/ general construction activities	<ul style="list-style-type: none"> <li>• Identity information</li> <li>• Contact details</li> </ul>	Necessary for our legitimate interests of business to notify potential buyers of property developments/ builds.
To process and deliver your request for a brochure or request for details on general construction activities and homes for sale	<ul style="list-style-type: none"> <li>• Identity information</li> <li>• Contact details</li> <li>• Details of other transactions with us</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Necessary for our legitimate interests of business to notify potential buyers of property developments/ builds.</li> </ul>
To manage our relationship with you which will include:  (a) Notifying you about changes to our terms or privacy policy  (b) Asking you to leave a review or take a survey	<ul style="list-style-type: none"> <li>• Identity information</li> <li>• Contact details</li> <li>• Profile information concerning your account and</li> </ul>	<ul style="list-style-type: none"> <li>• Necessary to comply with a legal obligation</li> <li>• Necessary for our legitimate interests (to keep our records updated and to study how customers use our services)</li> </ul>

	<ul style="list-style-type: none"> <li>purchasing history</li> <li>Marketing and Communications</li> </ul>	
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> <li>Identity information</li> <li>Contact details</li> <li>Technical IT data</li> </ul>	<ul style="list-style-type: none"> <li>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)</li> <li>Necessary to comply with a legal obligation</li> </ul>
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	<ul style="list-style-type: none"> <li>Identity information</li> <li>Contact details</li> <li>Profile information concerning your account and purchasing history</li> <li>Details of your usage of our website, goods and services</li> <li>Marketing and Communications</li> <li>Technical IT data</li> </ul>	Necessary for our legitimate interests (to study how customers use our services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> <li>Technical IT data</li> <li>Details of your usage of our website, goods and services</li> </ul>	Necessary for our legitimate interests (to define types of customers for our services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

If we have your consent, we may use your personal data to make suggestions and recommendations to you about our new projects, developments, build and services that may be of interest to you.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

#### WHO MIGHT WE SHARE YOUR INFORMATION WITH?

We won't share your information for marketing purposes with other companies outside Riverdale Developments Limited. We may share your identity information (e.g. your name) and contact details with an estate agent instructed on a particular development. Once your information has been passed on we immediately notify you by email or post. This data sharing enables Riverdale Developments Limited to be able to keep you informed on the development that you have enquired about.

In order to deliver our services to you effectively we may send your details to third parties such as those that we engage for professional compliance, accountancy or legal services as well as product and platform providers that we use to

arrange financial products and other service for you.

Where third parties are involved in processing your data we'll have a contract in place with them to ensure that the nature and purpose of the processing is clear, that they are subject to a duty of confidence in processing your data and that they will only act in accordance with our written instructions.

Where it is necessary for your personal data to be forwarded to a third party we will use appropriate security measures to protect your personal data in transit.

To fulfil our obligations in respect of prevention of money laundering and other financial crime we may send your details to third party agencies for identity verification purposes.

We will share personal information with law enforcement or other authorities if required by applicable law. Except for as mentioned within this policy, we will not share your personal information with any other third party.

## **WHERE IS YOUR INFORMATION PROCESSED?**

The information is processed in the UK and European Economic Area (EEA).

## **YOUR RIGHTS**

Under the [General Data Protection Regulation](#), you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to us at the contact details provided below,
- let us have enough information to identify you (e.g. registration details),
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates, including any site, property or plot details r reference numbers, if you have them.

If you would like to unsubscribe from any email newsletter/ promotion you can also click on the 'unsubscribe' button at the bottom of the email newsletter/ promotion.

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.

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.

### **HOW DO WE PROTECT YOUR INFORMATION?**

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

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

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

### **HOW LONG DO WE KEEP HOLD OF YOUR INFORMATION?**

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. We will hold personal information and contact details until the development is complete.

### **HOW CAN I ACCESS THE INFORMATION YOU HOLD ABOUT ME?**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us using the contact details noted below. We have an obligation to ensure that your personal information is accurate and up to date. Please ask us to correct or remove any information that you think is incorrect. We regularly check our systems for accuracy and bias and feed any changes back into the design process.

### **MARKETING**

We would like to send you information about additional products and/or services which may be of interest to you. We may send you such information by email, telephone, text message and/or post, but only if you have given your consent for us to do so.

If you have agreed to receive marketing information, you may withdraw this consent at any time. If you no longer wish to be contacted for marketing purposes, please contact us by email at ([info@riverdale-developments.co.uk](mailto:info@riverdale-developments.co.uk)) or by post (at our main business address below), providing your full name and home address details so that we may update your records accordingly.

### **COOKIES**

Our websites use Google Analytics, a web analytics service provided by Google. Google Analytics sets a cookie in order to evaluate your use of our websites and compile reports for us on activity on the websites. Google stores the information collected by the cookie on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using our websites, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit <http://www.allaboutcookies.org>

You can set your browser not to accept cookies and the above website tells you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

### **LINKS TO OTHER WEBSITES**

Our websites contains links to other third-party websites. If you follow a link to any of those third-party websites, please note that they have their own privacy policies and that we do not accept responsibility or liability for their policies or processing of your personal information. Please check their policies before you submit any personal information to such third-party websites.

## **HOW TO COMPLAIN**

We hope that we can resolve any query or concern you raise about our use of your information.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

## **CHANGES TO OUR PRIVACY POLICY**

We keep our privacy policy under regular review. We will also place any updates on our websites as and when they occur. This privacy policy was last updated on (28/03/2019).

## **HOW TO CONTACT US**

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to [riverdale@riverdale-developments.co.uk](mailto:riverdale@riverdale-developments.co.uk), write to Riverdale House, Unit 1 Beverley Trading Estate, 190-192 Garth Road, Morden Surrey, SM4 4LU or call 0208 330 4554.