



Business Clients (Existing Customers) Privacy Notice

LonRes.com Limited is committed to protecting and respecting your privacy.

This notification sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

For the purpose of data protection legislation, including the UK Data Protection Act 2018, the General Data Protection Regulation (UK GDPR), the UK Privacy and Electronic Communications Regulations 2003 (PECR), and other applicable legislation, the controller is: LonRes, Ship House, 35 Battersea Square, London SW11 3RA

Our Data Protection Officer can be contacted at dpo@theprivacyworx.com

INFORMATION WE COLLECT

Personal information is any information that can be used to identify a living individual. When contracting with us for our services, we collect your name and contact details and job title and bank details if you are a Sole Trader or LLP. We will also process the personal data of your employees/users, which you provide to us, in line with the provision of our services and the fulfilment of our contractual obligations.

SOURCE OF INFORMATION

We may receive and process information about you from:

- yourself (data you provide)
- ourselves (data we generate)

LAWFUL BASIS

Our lawful basis for processing this data is:

- our contract with you, or the process of negotiating a contract with you, for the provision of our services via our platform.
- our legal obligations (including our obligations under the Finances Act 2008)

The consequences for you if we are unable to process this data would be:



we would not be able to continue to provide the contracted services or would not be able to provide the same quality of service.

RETENTION

Any data related to payments between us will be retained for 7 years to conform with our legal obligations regarding record keeping under the Finance Act 2008.

Other data may be kept for up to 7 years from termination of the contract in case there are queries, unless you request that we delete the data beforehand.

RECIPIENTS

To the extent that is necessary to meet our legal obligations and manage and satisfy our contract with you, your data may be shared with:

- our software providers, such as CRM systems and data management systems.
- bankers (sole traders, partnerships)
- other professional advisors (at your request)
- FCS Compliance when you subscribe for the ResCheck service
- Other companies and points of contact through our referrals directory
- Other Forum users/attendees
- Regulatory and Statutory Bodies

USES MADE OF THE INFORMATION

We use information hold about you in the following ways:

- to communicate with you in our legitimate interest
- to provide the contracted services which may include –
 - London Property sales and lettings analytics and research data, and any associated services.

DISCLOSURE OF YOUR INFORMATION

Where we may occasionally be required to disclose certain information to additional third parties. We will disclose data only when and to the extent that we have a legal obligation to do so.

Such third parties may include:

- law enforcement (by warrant or subpoena)
- courts, tribunals, or other judicial bodies



YOUR RIGHTS

You have the qualified right to request: Access to and Porting of your data; Rectification or Erasure of the data; Restriction of processing or to Object to the processing.

We do not use automated decision-making, including profiling, or in a way that produces legal effects concerning you.

TRANSFER OUTSIDE THE UK

We may transfer your data to cloud software service providers who may store or process your data outside the UK.

Where we do this, we will only transfer personal data if there are adequate protections or use appropriate lawful transfer mechanisms to ensure that your rights and freedoms are protected.

At the conclusion of all relevant retention periods, physical documents containing your personal data will be shredded, and all personal data held electronically will be deleted or anonymised and or turned into statistical or analytical data.

You can exercise your rights in relation to the personal data collected on this website at any time by using the postal address above or by contacting dpo@theprivacyworx.com

If you wish to make a complaint about how we have handled your personal data, please email dpo@theprivacyworx.com we will investigate the matter.

If you are not satisfied with our response or believe we are not processing your data in accordance with the law, you can contact a National Data Protection Authority which, in the UK is the [Information Commissioner's Office](#).

REVIEWING OF THIS PRIVACY NOTICE

In the future, we may revise this Privacy Policy and make changes, if necessary. If we do, we'll let you know about any material changes, either by notifying you on this website or by sending you an email, if you have provided with that.