



Privacy Notice

Part 1: General Privacy Notice Guidance

The General Data Protection Regulation (GDPR) includes strict rules on giving private information to data subjects. These are more detailed and specific than in the Data Protection Act and place an emphasis on making privacy notices more transparent and accessible.

A privacy notice must be supplied to the individual at the time they provide you with their personal data. The GDPR says that the information you provide to people about how you process their personal data must be:

- Concise, transparent, intelligible and easily accessible
- Written in clear and plain language, particularly if addressed to a child
- Free of charge

Note: Special terms apply for services offered to or likely to be used by children.

The following guidance includes what types of information should be included in each section of a general purpose privacy notice and where possible, provides standard wording which can be used in all privacy notices. An example is provided in Section 2 of this document.

Identity and contact details of the Data Controller

It is important that the Data Controller is identified in the Privacy Notice. For example:

General Accommodation Estates Ltd is the Data Controller for General Accommodation Estates Ltd and is committed to protecting the rights of individuals in line with the General Data Protection Regulation (GDPR).

Contact details of the Data Protection Officer

Outline the types of personal data being processed. The GDPR defines personal data as the following:

Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly.

This includes:

- Name
- An identification number
- Location data
- An online identifier
- One or more factors specific to the physical, physiological, genetic, mental, economic, cultural

identifiers

- Or the social identity of that natural person

In addition, this includes personal data relating to employees, students etc and includes:

- Name
- Job title
- Date of birth
- Passport data
- Home address
- Home telephone number
- Private email address
- Emergency contact
- Staff number etc.

The controller should give particular consideration to the nature of the personal data, the purpose and duration of the proposed processing operation or operations, as well as the situation in the country of origin, the third country and the country of final destination, and should provide suitable safeguards to protect fundamental rights and freedoms of natural persons with regard to the processing of their personal data.

Special categories of personal data (sensitive personal data) relate to racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health or data concerning a natural person's sex life or sexual orientation.

Special category data relating to an employee/student can include: racial and ethnic origin, religion, health records etc.

Sensitive Data

Where you collect sensitive data you need to explicitly state what you collect, where, and how you store it. You need to carefully consider your lawful basis for this.

You need to add a statement to the effect:

We need to collect the following sensitive data about you in order to deliver these services/products.

LIST SENSITIVE DATA REQUIRED

We require your explicit consent for processing sensitive data and we will request your signature for this consent.

If you do not collect sensitive data you should also state this here.

How Will Your Information Be Used?

Outline the purposes for the processing. Examples provided below:

- Administering finance (e.g. fees, contracts and payments)
- Providing support services
- Providing, IT and information services
- Managing accounts
- Monitoring equal opportunities
- Carrying out research and statistical analysis
- Providing operational information
- Promoting /marketing our products and services
- Safeguarding
- Security
- Preventing and detecting crime
- Where necessary for your legitimate interests

If the data is to be used to make automated decisions this needs to be specifically included.

You should provide a description of the ways you intend to use the personal data and the legal grounds on which you will process the data. You should also explain what your legitimate interests are where relevant. For example:

Purpose/Activity	Type of data	Lawful basis for processing
To register you as a new customer	(a) Identity, (b) Contact	Performance of a contract with you
To process and deliver your order including managing payments, fees and charges, and to collect and recover money owed to us	(a) Identity, (b) Contact, (c) Financial, (d) Transaction, (e) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary for our legitimate interests to recover debts owed to us
To manage our relationship with you which will include notifying you about changes to our terms or privacy policy, and asking you to leave a review or take a survey	(a) Identity, (b) Contact, (c) Profile, (d) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary to comply with a legal obligation, (c) Necessary for our legitimate interests to keep our records updated and to study how customers use our products/services
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity, (b) Contact, (c) Profile, (d) Usage, (e) Marketing and	(a) Performance of a contract with you, (b) Necessary for our legitimate interests to study how customers use

	Communications	our products/services, to develop them and grow our business
To administer and protect our business and our site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity, (b) Contact, (c) Technical	(a) 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, (b) Necessary to comply with a legal obligation
To deliver relevant content and advertisements to you and measure and understand the effectiveness of our advertising	(a) Identity, (b) Contact, (c) Profile, (d) Usage, (e) Marketing and Communications, (f) Technical	Necessary for our legitimate interests to study how customers use our products/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	(a) Technical, (b) Usage	Necessary for our legitimate interests to define types of customers for our products and services, to keep our site updated and relevant, to develop our business and to inform our marketing strategy
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity, (b) Contact, (c) Technical, (d) Usage, (e) Profile	Necessary for our legitimate interests to develop our products/services and grow our business

You should include statements such as:

'We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to find out more about how the processing for the new purpose is compatible with the original purpose, please email us. If we need to use your personal data for a purpose unrelated to the purpose for which we collected the data, we will notify you and we will explain the legal ground of processing.'

'We may process your personal data without your knowledge or consent where this is required or permitted by law.'

Where you plan to use the data for marketing purposes you should state this here. For example:

'You will receive marketing communications from us if you have:

- *(i) requested information from us or purchased goods or services from us*
- *(ii) if you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications*

- (iii) you have not opted out of receiving that marketing.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes. You can ask us or third parties to stop sending you marketing messages at any time by emailing us at info@gabltd.com.

Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.'

What is our legal basis for processing your personal data?

For processing to be lawful under the GDPR, you need to identify a lawful basis before you can process personal data. It is important that you determine your lawful basis for processing personal data and document this.

If you are processing personal data then you must satisfy a condition under Article 6 and if you are processing special category data then you must satisfy a condition under Article 6 *and* Article 9.

Article 6: Personal Data	Article 9: Special Categories
The data subject has given consent to the processing *	The data subject has given explicit consent to the processing
Processing is necessary for the performance of a contract with the data subject	Processing is necessary for the purposes of carrying out the obligations of the controller or of the data subject in the field of employment
Processing is necessary for compliance with a legal obligation	Processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent
Processing is necessary in order to protect the vital interests of the data subject or of another natural person	Processing is carried out in the course of its legitimate activities by a foundation, association or any other not-for-profit body with a political, philosophical, religious or trade union aim
Processing is necessary for the performance of a task carried out in the public interest	Processing relates to personal data which are made public by the data subject
Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party	Processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity
	Processing is necessary for reasons of substantial public interest
	Processing is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment, or the management of health or social care systems

	Processing is necessary for reasons of public interest in the area of public health
	Processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes

In order to rely on the 'legitimate interests' condition, you must meet certain requirements.

The first requirement is that you must need to process the information for the purposes of your legitimate interests or for those of a third party to whom you disclose it.

The second requirement, once the first has been established, is that these interests must be balanced against the interests of the individual(s) concerned. The "legitimate interests" condition will not be met if the processing is unwarranted because of its prejudicial effect on the rights and freedoms, or legitimate interests, of the individual. Your legitimate interests do not need to be in harmony with those of the individual for the condition to be met. However, where there is a serious mismatch between competing interests, the individual's legitimate interests will come first.

Who receives your information?

Here you will need to specify the recipients or categories of recipients of data. Recipient means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. For example:

'We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 2 above:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.'

Any transfers to third countries and the safeguards in place

Here you will need to specify if the data will be transferred outside of the EU and how this transfer is justified.

How long will your information be held?

Here you will need to specify the retention period for which the personal data will be stored, or if that is not possible, the criteria used to determine that period. It is important to be aware that the GDPR states that personal data must be kept 'no longer than is necessary for the purposes'.

Will we use automated decision-making processes?

If applicable, explain the existence of automated decision-making, including profiling. In certain circumstances, you will need to tell people about the logic involved and the envisaged consequences.

Where/how did we collect your data?

If applicable, explain the source of the personal data. This is relevant when you didn't obtain personal data directly from an individual.

What are your rights?

Here you will need to inform data subjects about their rights under the GDPR including their rights to access and port data, to rectify, erase and restrict his or her data, to object to processing as well as the right to withdraw consent if processing is based on consent. For example:

'You have a right to access your personal information, to object to the processing of your personal information, to rectify, to erase, to restrict and to port your personal information. Please visit www.gabltd.com for further information in relation to your rights.

Any requests or objections should be made in writing to General Accommodation Estates Ltd at 615 Green Lanes London N13 4EP.'

Security of your information

Here you will need to provide some information on how the data will be kept secure. For example:

'We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

How to make a complaint

If you are unhappy with the way in which your personal data has been processed you may in the first instance contact the General Accommodation Estates Ltd using the contact details above. If you remain dissatisfied then you have the right to apply directly to the Information Commissioner for a decision. The

Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
www.ico.org.uk

Part 2: Privacy Notice Template

Version: {version}

Date: {completion date}

Author: {author} of General Accommodation Estates Ltd

Stored at: {storage location}

Privacy Statement Summary:

Who will use my data?	General Accommodation Estates Ltd
What for?	We will store and process your data in order to allow us to provide our products and services to you. We may also send you offer details that we think you will be interested in. This may include a range of our related products and services. We may also use your data to process financial products and services. We will only process your data in relation to financial service with your explicit consent.
What will happen if I contact you?	If you contact us we will use your information send you the information you have requested and updates, offers and other information that we think you will be interested in.
What data will be stored?	We will store your personal details in order to provide our services to you. We will store details of purchase enquiries, purchases, and related financial information as required.
What data will be shared?	We will not share your data with any third parties other than as described here. We will share your information with any regulator or legal body that requests it.
How long?	Your data will be stored only for 7 years after which time your data will be deleted.
Who can access my data?	We will never sell, share or otherwise distribute your data to any other third party.
How is my data kept secure?	We will store your data on secure UK based servers which will be processed in the UK. We use industry standard security protocols/technology to secure data.

We take your privacy seriously and will only use your personal information to provide the products and services you have requested from us and to send you information about products and services you may be interested in. We will never sell, share or use your personal information other than as described here.

About This Privacy Policy

This policy sets out how we will use and share the information that you give us. This policy describes your relationship with General Accommodation Estates Ltd.

The General Data Protection Regulation (GDPR) describes how organisations must collect, handle, process and store personal information.

These rules apply regardless of whether data is stored electronically, on paper or on other materials. To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. GDPR is underpinned by eight important principals. These say that personal data must:

- Be processed fairly and lawfully
- Be obtained only for specific, lawful purposes
- Be adequate, relevant and not excessive
- Be accurate and kept up to date
- Not be held for any longer than is necessary
- Processed in accordance with the rights of the data subjects
- Be protected in appropriate ways
- Not be transferred outside the European Economic Area, unless that country or territory also ensures an adequate level of protection

We take these responsibilities seriously, this document describes our approach to data protection.

This policy helps to protect us from data security risks, including:

- Breaches of confidentiality. For instance, information being given out inappropriately.
- Failing to offer choice. For instance, all individuals should be free to choose how the company uses data relating to them.
- Reputational damage. For instance, the company could suffer if hackers successfully gained access to sensitive data.

Who We Are And How To Contact Us

General Accommodation Estates Ltd is a trading name of General Accommodation Estates Ltd that is registered in United Kingdom and is registered with the Information Commissioner's Office. The data controller is: General Accommodation Estates Ltd. You can contact us in any of the following ways:

Email: info@gabltd.com
 Phone: 02088866611
 Website: www.gabltd.com
 Post: 615 Green Lanes London N13 4EP

Who this privacy policy applies to

General Accommodation Estates Ltd is a Estate Agent and Letting Agent. This policy relates to users of General Accommodation Estates Ltd. Processing of your data is required in order to offer you these services. This policy applies to individuals who have shared their data with General Accommodation Estates Ltd as either a customer, employee, supplier or in any other capacity.

It applies to all data that the company holds relating to identifiable individuals, even if that information technically falls outside of the GDPR. This can include:

- Names of Individuals
- Postal addresses
- Email Addresses
- Telephone numbers

What this policy applies to

This section describes the lawful basis for processing your data and applies to the information about yourself that you choose to provide us with or that you allow us to collect. This includes:

- The Information you provide when you contact us
- When you contact us in order to discuss using our services
- Information we collect about how you use the website
- Information relating to products and services we offer to you and other transactions including financial and other personal information required to complete these transactions
- Information that is given and stored as part of our ongoing relationship

We do not collect or process sensitive data about you.

How your information will be used

We will only use your personal data for the purposes for which we collected it and as you would reasonably expect your data to be processed and only where there is a lawful basis for such processing, for example:

Purpose/Activity	Type of data	Lawful basis for processing
To register you as a new customer	(a) Identity, (b) Contact	Performance of a contract with you
To process and deliver the products and services you request including managing payments, fees and charges, and to collect and recover money owed to us	(a) Identity, (b) Contact, (c) Financial, (d) Transaction, (e) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary for our legitimate interests to recover debts owed to us
To manage our ongoing relationship with you which will include notifying you about changes to our terms, products and services, or privacy policy, to maintain our records	(a) Identity, (b) Contact, (c) Profile, (d) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary to comply with a legal obligation, (c) Necessary for our legitimate interests to keep our records updated and to study how customers use our products/services
To administer and protect our business and our site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity, (b) Contact, (c) Technical	(a) 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, (b) Necessary to comply with a legal obligation
To deliver relevant content and advertisements to you and measure and understand the effectiveness of our advertising	(a) Identity, (b) Contact, (c) Profile, (d) Usage, (e) Marketing and Communications, (f) Technical	Necessary for our legitimate interests to study how customers use our products/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	(a) Technical, (b) Usage	Necessary for our legitimate interests to define types of customers for our products and services, to keep our site updated and relevant, to develop our business and to inform our marketing strategy
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity, (b) Contact, (c) Technical, (d) Usage, (e) Profile	Necessary for our legitimate interests to develop our products/services and grow our business

We may collect and process information about you, including your name, date of birth, address, contact details (including email address and mobile phone number), product and service details, purchase history and data collected as part of any finance application or payment (including previous addresses, employment details and bank account details). We may take personal information from:

- Information that you provide to us when registering with our website (including your email address)
- Information that you provide when completing your online profile (including your name, gender, date of birth and any educational details and employment details you provide)
- Information that you provide to us when signing up to any distribution lists to receive correspondence from us
- Information relating to any purchases you make of our goods or services, including any other transaction details made via any of our websites (including your address, telephone number and payment details)

Personal data we receive will be used for the purposes it was provided, including:

- To respond to queries from you regarding the possible purchase of goods or services
- To carry out our obligations arising from any contracts entered into between you and us including the provision of services, and to respond to queries from you regarding those contracts
- To manage and administer the relationships between you and us
- To notify you about changes to our services and to otherwise communicate with you; for example, we will use your contact details in order to respond to any queries that you submit to us
- To obtain feedback from you regarding us

In accordance with your preferences, we may also use your personal information to provide you with information about products, services, promotions and offers that may be of interest to you. We may use your personal information in order to ascertain the services, promotions and offers that are likely to be of particular interest to you. This document explains how you can change whether to receive this information. Please note that, even if you choose not to receive this information, we may still use your personal information to provide you with important services communications, including communications in relation to any purchases you make or services you use.

How to change your preferences

We operate in line with EU GDPR (May 2018) data protection guidelines. We respect your rights and will respond to any request for access to personal information and requests to delete, rectify, transfer, data and to stop processing. We will also advise you on how to complain to the relevant authorities, namely the Information Commissioner's Office. Any requests or objections should be made in writing to the Data Controller or you can visit our website, call, or email us to contact us to change your preferences at anytime.

Scope of Agreement

By submitting your personal data on this site or as required for us to provide products and services to you, you are affirming your agreement for such information to be used in accordance with this privacy policy. You will be able to change your preferences at any time by the methods described as prescribed in this document.

We may from time to time use your information for marketing, account management or relationship management purposes. The main purpose of this is to provide you with information about goods and services which we think may be of interest to you and/or to maintain any existing relationship we may have with you.

Opting out at a later date

Where you give your consent for us to process your data, for example when you agree to us sending you marketing information or where you agree to us processing financial data, you can contact us to amend or withdraw your consent at anytime. You can also choose to object to processing and request deletion of your data. We respect all user rights as defined in GDPR. If you have any comments or wish to complain please contact us.

How we store and process your data

Your data will be collected stored and processed in the UK only, we do not transfer your data outside the EU. Your data will be stored for up to 7 years to ensure we have records of service, payments, and other interactions we have with you.

In order to provide our services to you, we use recognised third parties to take payment, conduct credit reports and other checks, manage our company accounts and provide banking services. We will store transactions, payment and order data for up to 7 years or for as long as required by UK financial and company regulations. These third parties may operate outside the EU, if this is the case we will ensure precautions are in place to protect your data.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to find out more about how the processing for the new purpose is compatible with the original purpose, please email us. If we need to use your personal data for a purpose unrelated to the purpose for which we collected the data, we will notify you and we will explain the legal ground of processing.

We may be legally obliged to disclose your personal information without your knowledge to the extent that we are required to do so by law; in connection with any ongoing or prospective legal proceedings; in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our

reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

You will only receive marketing communications from us if you have:

- Requested information from us or purchased goods or services from us
- If you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications
- You have not opted out of receiving marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Our obligations

We are a data controller. In relation to the information that you provide to us, we are legally responsible for how that information is handled. We will comply with the GDPR (2018) in the way we use and share your personal data. Among other things, this means that we will only use your personal data:

- Fairly and lawfully
- As set out in the legislation and this policy
- To the extent necessary for these purposes
- We will take steps to ensure your data is accurate and rectify data as necessary

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You can see more about these rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

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 may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

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.

Third Parties

We may have to share your personal data with the parties set out below for the purposes described in this document:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, credit scoring, banking, legal, fraud protection, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We will report any breaches or potential breaches to the appropriate authorities within 24 hours and to anyone affected by a breach within 72 hours. If you have any queries or concerns about your data usage, please contact us.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

As well as your ability to accept or reject cookies, we also require your permission to store cookies on your machine, which is why when you visit our site, you are presented with the ability to accept our terms of use, including the storage of cookies on your machine. Should you not accept then you are free to leave our website, at any time.

Legitimate Interests

Under the GDPR, we are also permitted to share some information with third parties who use such data for non-marketing purposes (including credit and risk assessment and management, identification and fraud prevention, debt collection and returning assets to you).

Contacting us, exercising your information rights and Complaints

If you any questions or comments about this Privacy Policy, wish to exercise your information rights in connection with the personal data you have shared with us or wish to complain, please contact: General Accommodation Estates Ltd at General Accommodation Estates Ltd. We will process SARs within 20 days, SAR responses are usually free but we reserve the right to charge for excessive or unfounded requests. We fully comply with Data Protection legislation and will assist in any investigation or request made by the appropriate authorities.

If you remain dissatisfied then you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow

Cheshire
SK9 5AF
www.ico.org.uk