



**THE PROPERTY PEOPLE**

**Privacy Policy**

URBAN BASE LETTINGS LIMITED, Trading as Urban Base (Sales & Lettings)  
Registered Company: 05557560, at RMT, Gosforth Park Avenue, N-U-T, NE12 8EG



URBAN BASE is committed to protecting your privacy. This Privacy Policy forms part of our Legal Information and sets out how URBAN BASE handles data which identifies you.

Here at Urban Base we take your privacy seriously and will only use your personal information to administer your request and to provide the services you have requested from us.

#### What we need

Urban Base will be what is known as the “Controller” of the personal data you provide us. We only collect personal data about you which does not include any special types of information or location based information.

The information collected may include:

- name and job title
- date of birth
- contact information including e-mail address
- occupation and company details
- other information relevant to your enquiry

### Why we need it

We need to know your basic personal data in order to provide you with the service you have requested from us. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

You may give us data orally or by filling in forms or by corresponding with us by post, phone, email, online or otherwise, for example when you:

1. enter into a contract with us or contact us about doing so;
2. contact us about any contract we have with you;
3. request marketing to be sent to you;
4. you complete our on-line forms or when you provide personal information on our website;
5. you rent, let, buy or sell a home via us;
6. you arrange a viewing on a property we are marketing.

### What we do with it

All the personal data we process is processed by our staff in the UK. No third parties have access to your personal data unless the law allows them to do so.

### How long we keep it

Your information we use for contact and marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

### What we would also like to do with it

We would however like to use your name and email address to inform you of future properties and services. This information is not shared with third-parties and you can unsubscribe at any time via phone, email or website

### What are your rights?

If at any point you believe the information we process on you is incorrect you can request to see this information and even have it corrected or deleted.

If you wish to raise a complaint on how we have handled your personal data, you can contact our Office who will investigate the matter. Our Office can be contacted at [info@urban-base.com](mailto:info@urban-base.com). If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioners Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).

## 1. About Us

1. URBAN BASE & URBAN BASE LAND & NEW HOMES registered office is Gosforth Park, Newcastle NE12 8EG. You can contact us by email at [info@urban-base.com](mailto:info@urban-base.com), and by phone on 08456431186.
2. We are committed to protecting your privacy. This Privacy Policy forms part of our legal information and sets out how we handle data which identifies you. If you have any queries concerning your personal information, please contact us at [info@urban-base.com](mailto:info@urban-base.com).
3. General Data Protection Regulation. We are registered in accordance with the GDPR and any information you supply will be treated in accordance with that Regulation. For more information about Us please click here. You can obtain further information about data protection laws by visiting the Information Commissioner's website at [www.ico.gov.uk](http://www.ico.gov.uk).

## 2. Information Gathered and its Use

1. We receive and store any information you enter on our website, or give us in any other way, for example through our offices and marketing suites, or provided by you when giving us feedback. We use your contact details to communicate with you, we may also use your information to send you news about Our products and services suitable to your enquiry.
2. We may contact you by post, email, telephone or fax for these purposes. If you do not want to receive such communication you can opt-out during registration, by emailing us at [info@urban-base.com](mailto:info@urban-base.com), or by calling our Head Office on 0845 6431186. Please note that there may be instances where it may be necessary for us to communicate with you, in any event, for administrative or operational reasons relating to our service.

## 3. On Registration

Where you register with us you provide your name, address, email address and other contact details, and this information is available to you.

## 4. Site Monitoring

When you use the website we anonymously record the details of the pages you look at but this data is not personally identifiable. We use this data to monitor site traffic and analyse paths customers take through our site which enable us to improve the service we provide. This information is only used by us and is not passed to any other party.

## 5. Place of Processing

The personal information held by us is held on and processed by computers situated in the United Kingdom, and with data stored via Dez Rez and Sharepoint data storage system.

## 6. Security

1. We have security measures in place to protect our customers database and access to this database is restricted internally. However it remains your responsibility to protect against unauthorised access to your personal log-in details where applicable. If you open more than one browser of the same type whilst using the website, we would recommend to close down all browser windows when you finish.
2. If you share a computer with someone else or use a public Internet access then we advise you to delete the browsing history and log off the computer. This will help ensure any personal information stored temporarily in the computer's memory is lost.

## 7. Disclosure for Legal Reasons

We reserve the right to communicate such personal information as we hold to third parties which seek the disclosure of it, if we are requested to do so by law.

## 8. Links to Third Parties

Our site may contain links to other sites, and property portals such as Dez Rez as our CRM system, and portals such as links to Rightmove and On The Market who promote our available properties. We are not responsible for the privacy practices, or the content of those websites. You should read the privacy policies of every website that collects data.

## 9. Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

## 10. Log Files and Statistics

1. We may use IP addresses, URLs of requested resources, timestamps and HTTP user agents to analyse trends, administer the system and gather broad demographic information for aggregate use.

2. In addition to this we may use third party services to monitor your use of our website, including Google Analytics, a web analytics service provided by Google, Inc (“Google”). Google Analytics use cookies to help analyse how visitors use our site. The information generated by the cookie about the use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity and providing other services relating to website activity and internet usage. 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. You may refuse the use of cookies by selecting the appropriate settings on your web browser, however, please note that if you do this you may not be able to make full use of our website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **11. Legal Information and Your Agreement**

1. Access by you of our website is confirmation that you have understood and agreed to be bound by all of these terms and conditions.
2. This website is prepared and issued in the United Kingdom and is intended for the information of United Kingdom residents only.
3. This website is for information purposes only and it’s content is subject to change without notice.

## **12. Disclaimer**

1. Whilst we use all reasonable efforts to ensure that the information published on this website is accurate, current and complete at the date of publication, no representations or warranties are made ( express or implied) as to the accuracy, currency or completeness of such information. We cannot accept responsibility (to the extent permitted by law) for any loss arising directly or indirectly from the use of, or any action taken in reliance on, any information appearing on this website or any other website to which it may be linked. We make no warranty that this website is free from errors, defects or viruses.
2. We reserve the right to change, modify, add or remove provisions of this Privacy Policy. Any changes to this Policy will be shown here, and we recommend that you check this Policy again from time to time.

### 13. Copyright Notice

1. The entire contents of this website (except where applicable the crown copyright location maps) is our property and is subject to copyright with all rights reserved.
2. You may download or print individual sections of the website for personal use and information only provided that these properly indicate our copyright and other proprietary notices.
3. You may not reproduce (in whole or in part), modify, decompile, disassemble or transmit or use for any commercial purpose whatsoever any information from this website without Our prior written consent.

### 14. Email

There is no guarantee that any e-mail you send will be received by us or that the confidentiality of that e-mail will be maintained during internet transmission.

### 15. Applicable Law

Any disputes arising from the use of this website shall at all times be governed by the laws of England and Wales and the parties shall submit to the exclusive jurisdiction of the English Courts.

### 16. International Transfers of Personal Information

As the internet can be accessed worldwide, if you are visiting the site from outside the UK, your visit will necessarily result in the transfer of information across international borders. By visiting this site and communicating electronically with us you are consenting to these transfers.

#### QUESTIONS AND CONTACT INFORMATION

Our full Privacy Policy can be found at [www.urban-base.com](http://www.urban-base.com).

If you would like to: access, correct, amend or delete any personal information we have about you or simply want more information, contact us at:

Email: [info@urban-base.com](mailto:info@urban-base.com)

Telephone: 08456431186

Write: URBAN BASE, 65 QUAYSIDE, NE1 3DE

End. Policy updated information issue date 15<sup>th</sup> May 2018.