



eFour Homes Privacy Policy

eFour Homes Limited (“we”, “us” and “our”) is registered with the Information Commissioner’s Office (ICO) as a data controller for the purposes of the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA) under the registration number ZA503777 at Chingford Mount Road, London, E4 9AA.

Protecting your personal data

We are committed to safeguarding your data, your personal information and we comply with all data protection laws including:

- General Data Protection Regulation
- Data Protection Act 2018
- Any regulation made under or to supplement either of above, relating to the personal data we collect about you.

This privacy policy applies to any personal data we collect from you. When we refer to personal data or “information” within this policy this relates to any information which could be used to identify you, either directly or indirectly when combined with any other information we may hold about you. This privacy policy explains:

- What personal data we collect about you
- Why we collect that personal data
- Who we share your personal data with
- Why we might contact you and how you can change that
- How long we retain your personal data
- How we keep your personal data secure
- What rights you have in relation to your personal data

Please read the privacy policy carefully to understand our views and practices regarding your personal data and how we will treat it.

Personal data collected by eFour Homes Limited

While using our services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Name
- Contact details (telephone number and email address)
- Photo identification

- Address history
- Financial information
- Employment details
- Medical history

Why we collect that personal data

eFour Homes Limited collects the data for the following purposes:

- To receive notifications about properties that we have available
- To find you a property to rent or buy
- To assist you in selling a property
- Using your contact details to arrange a property viewing
- To negotiate offers between buyers, vendors, tenants and landlords
- To undertake reference checks where you have expressed an interest in a property
- To manage your rental property as a landlord
- To submit a mortgage application
- To provide you with a life insurance policy
- To recommend a conveyancing solicitor
- To protect against and prevent fraud, unauthorised transactions, money laundering, tax evasion, claims and other liabilities
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

Our lawful basis for processing the personal data for the purposes described above are outlined below:

Purpose for processing	Lawful basis for processing under GDPR
To find you a property to rent or buy	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To receive notifications about properties that we have available.	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract” “the data subject has given consent to the processing of his or her personal data for one or more specific purposes”
To assist you in selling a property	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject

	prior to entering into a contract”
Using your contact details to arrange property viewing	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To negotiate offers between buyers, vendors, tenants and landlords	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To undertake reference checks where you have expressed an interest in a rental property	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To manage your rental property	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To find you a tailored made residential or buy to let mortgage	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”
To provide you with a life insurance policy	<p>“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”</p> <p>Special category lawful basis for processing –</p> <p>“the data subject has given explicit consent to the processing of those personal data for one or more specified purposes, except where Union or Member State law provide that the prohibition referred to in paragraph 1 may not be lifted by the data subject”</p>
To recommend a conveyancing solicitor	“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”

	“the data subject has given consent to the processing of his or her personal data for one or more specific purposes”
To protect against and prevent fraud, unauthorised transactions, money laundering, tax evasion, claims and other liabilities	“processing is necessary for compliance with a legal obligation to which we are subject”
To provide you with news, special offers and general information about other goods and services.	“the data subject has given consent to the processing of his or her personal data for one or more specific purposes”
To provide you with news, special offers and general information about other goods and services which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.	“processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data”

Who we share your personal data with

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Policy or as indicated via the consent process at the time the data is collected. We may share the information we collect, where applicable, with:

- Landlords
- Mortgage lenders
- Insurance companies
- Conveyancing companies
- Regulatory bodies and authorities

Receiving marketing communications from eFour Homes

We may contact you by email or SMS to provide you with information about our latest offers, products and services if you have consented for us to contact you for this purpose. You can change your marketing preferences at any time by emailing us at privacy@efourhomes.com.

If you are our existing customer and have not opted out of receiving marketing communication from us at the time you asked for one of our services, we will contact you by email, phone or SMS to inform you of our similar products and services we think may be of interest to you.

Retention of your personal data

We do not retain personal data for as long as necessary and we will retain personal data provided to us in line with our retention schedule. Once this period has elapsed, we will securely destroy your personal data in accordance with our data handling procedures.

Personal data security

We take the confidentiality, integrity and availability of your personal data seriously and have implemented appropriate technical and organisational measures to ensure that your information is kept secure.

eFour Homes Limited, does not transfer any information outside the European Economic Area (EEA). All personal data you provide to us is processed within the United Kingdom only.

Rights of data Subject

Right of access:

You have the right to obtain a copy of your personal data held by us as well as other supplementary information. If you would like to request a copy of your personal data, the best way to make a request to us is by emailing privacy@efourhomes.com. We will respond to your request without undue delay and no later than one month of receipt of the request.

We may also ask you to provide ID in order for us to confirm your identity. We may ask for the following verification of identify:

- Passport
- Driving license
- Utility bill

Right of rectification:

You have the right to have inaccurate personal data rectified. If you believe we are processing inaccurate information about you, please notify us of the rectification by contacting info@efourhomes.com or privacy@efourhome.com.

Right of erasure:

It is your right to request the deletion of your personal data from our records, except if it is necessary for us to perform our legal obligations or contractual obligations to you or another third party. If you would like to submit a request for deletion, please email us at privacy@efourhomes.com.

In addition, you also have the right to:

Withdraw consent where this is the sole legal basis for processing your personal data object to the processing where we are relying on legitimate interests as the legal basis for processing.

How to lodge a complaint

If you remain unsatisfied with the way in which we have handled your data or dealt with your request / complaint you have a right to raise this with the UK supervisory authority and to seek to enforce your rights through a judicial remedy.

UK Supervisory Authority:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 123 1113
Website: <https://ico.org.uk/concerns/>

Changes to this Privacy Policy

eFour Homes Limited reserve the right to amend and update this Privacy Notice when required therefore it is advisable you review this notice at regular intervals.

Contact us

If you have any data protection queries or concerns about how we process your personal information, please contact us at:

eFour Homes Limited
104 Chingford Mount Road
Chingford
London
E4 9AA

Email: info@efourhomes.com or privacy@efourhomes.com