

Privacy Policy

Effective Date: [Insert Date]

1. Introduction

Live London Estates Ltd ("we", "our", or "us") is committed to protecting your privacy and handling your personal data fairly and transparently.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website or use our estate agency and property management services.

2. Who We Are

Live London Estates Ltd

Address: Office 4, 2a Highfield Avenue, London, NW11 9ET

Email: joseph@livelondonestates.co.uk

Telephone: 020-8458-4700

We are the data controller responsible for your personal information.

3. Information We Collect

We may collect:

- Name
- Postal address
- Email address
- Telephone number
- Date of birth (where required)
- Identification documents
- Right to Rent documentation
- Employment details
- Income information
- Bank details
- Property requirements
- Property ownership details
- IP address
- Website usage data
- Cookies

4. How We Collect Your Information

We collect information when you:

- Submit an enquiry
- Register for property alerts
- Arrange a viewing
- Apply for a tenancy
- Instruct us to sell or let a property
- Contact us by phone, email or our website
- Visit our website

We may also receive information from:

- Referencing companies
- Credit agencies
- Landlords
- Local authorities
- Utility providers
- Solicitors
- Mortgage advisers (with your consent)

5. How We Use Your Information

We use your information to:

- Arrange property viewings
- Process tenancy applications
- Carry out referencing
- Manage tenancies
- Collect rent
- Arrange repairs and maintenance
- Market properties
- Comply with legal obligations
- Prevent fraud
- Respond to enquiries
- Improve our services

6. Lawful Basis

We process personal data under one or more of the following lawful bases:

- Performance of a contract
- Legal obligation
- Legitimate interests
- Consent (where required)

7. Sharing Information

We may share information with:

- Landlords

- Prospective buyers or tenants
- Referencing providers
- Contractors
- Inventory companies
- Solicitors
- Mortgage advisers
- Utility providers
- Deposit protection schemes
- Local authorities
- HM Revenue & Customs
- Law enforcement agencies where legally required

We never sell your personal information.

8. Data Security

We use appropriate technical and organisational measures to protect your personal information against unauthorised access, loss, misuse or disclosure.

9. Data Retention

We retain personal data only for as long as necessary to:

- Provide our services
- Meet legal obligations
- Resolve disputes
- Comply with HMRC, anti-money laundering and property legislation

10. Your Rights

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion where applicable
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent where processing is based on consent

Requests should be made using the contact details above.

11. Cookies

Our website uses cookies to improve functionality, analyse website traffic and enhance user experience.

You can manage cookie preferences through your browser settings.

12. Third-Party Websites

Our website may contain links to external websites. We are not responsible for their privacy practices.

13. Complaints

If you are unhappy with how we use your personal data, please contact us first so we can investigate.

You also have the right to complain to the Information Commissioner's Office (ICO):

Website: www.ico.org.uk

Telephone: 0303 123 1113

14. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be published on our website.

Last Updated: 29/06/26