

# Privacy Policy

## Introduction

Morgan Aps Sales and Lettings owns and operates this website. Our contact details are in the contact section on our website. This policy sets out what kinds of personal data we collect, why we need it, how we use and protect it, and how you can access and amend it.

## What personal or other data do we collect?

Morgan Aps Sales and Lettings collects and stores the information which you give us including your name, address, email address and phone number when you contact us via the form on our website, or when communicating with us by email, phone or in person, so that we can conduct our business with you.

## Morgan Aps Sales and Lettings cookies

Morgan Aps Sales and Lettings' website uses cookies. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Cookies are widely used to make websites work more efficiently, as well as to provide information to the website owner or others. Session cookies are temporary cookies that remain in the cookie file of your browser until you leave the website. Persistent cookies stay in the cookie file of your browser for longer (though how long will depend on the lifetime of the specific cookie).

## Google Analytics

Morgan Aps Sales and Lettings' website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help the website analyse how users use the website. The information generated by the cookie about your use of the 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 the website, compiling reports on website activity for website operators 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 browser. However, please note that if you do this you may not be able to use the full functionality of this 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.

## Why does Morgan Aps Sales and Lettings need your personal data?

If you do not consent to us keeping and using your information, we may be unable to conduct our business with you (eg we will not be able to contact an applicant about a potentially suitable property without using contact details; a tenant who does not give us full details will not be able to be referenced; vendors will not be able to arrange to give

access to photographers, floor plan contractors and buyers' surveyors to facilitate the selling of the property if we do not have their contact details; without full details of a Landlord, we will be unable to draw up a legal tenancy agreement.)

### **How Morgan Aps Sales and Lettings collects and uses your personal data**

Morgan Aps Sales and Lettings uses your personal data to provide our services and to help us communicate with you effectively. We use Expert Agent, owned by ZPG, which is a cloud-based software company, which collects data you provide when accessing us through Rightmove. We also use CreditSafe to carry out identity checks which are a legal requirement for all clients and applicants. For tenants, we also need to share data with the Tenancy Deposit Scheme, to register the deposit; Utilitell (iammoving), to arrange for utilities to be taken over; and Rent4Sure, to reference prospective tenants. We may access, remove, alter, store or otherwise use any personal data if we think you have, or may have, breached our terms and conditions, or to enforce our rights or protect the public or where we are required to do so by law or appropriate authority. Your details will be kept throughout the time of any transaction you carry out with us and for the time after any such transaction as is required by law and/or HMRC.

### **How does Morgan Aps Sales and Lettings protect personal data?**

We take the security of your data seriously and take appropriate precautions to protect personal data from loss, misuse, unauthorised access or disclosure, alteration or destruction. Email and other electronic communications are not secure if they have not been encrypted. Your communications may pass through a number of servers in multiple countries before they reach us. We do not accept responsibility for any unauthorised access to or loss of personal data that stems from a cause beyond our control. Nor can we be held responsible for the actions or omissions of other users or third parties who may misuse your personal data which they collect from the website.

### **How can you access and amend personal data?**

You can access and amend your personal data by contacting us through the contact page of this website. If we contact you by email through Expert Agent, you will be given a link where you can update your preferences yourself.

### **Privacy Policy changes**

Our Privacy Policy is regularly reviewed. This is to make sure that we continue to meet the highest standards and to protect your privacy. We reserve the right to update, modify or amend this policy. We suggest that you review this privacy policy from time to time to ensure you are aware of any changes we may have made. The latest version of this policy can be found at: <http://www.morganaps.co.uk/downloads/privacy-policy.pdf>.

### **Complaints**

If you have a complaint regarding the use of your personal data, please contact us at [info@morganaps.co.uk](mailto:info@morganaps.co.uk) marking it for the attention of the Data Protection Officer.