

Privacy Policy

Last Updated: 19 June 2025

1. Introduction

Rowlands Real Estate is a UK-based property search agency that works exclusively on behalf of buyers. We are committed to protecting your personal information and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and protect your data when you engage with our services, visit our website, or contact us.

2. Who We Are

Rowlands Real Estate

Registered Address: Blackdown Border, Tennyson's Lane, Haslemere, Surrey GU27 3AF

Company Number: 14665576

Email: louise@rowlandsrealestate.com

Phone: 07974 352736

3. What Information We Collect

We collect and process personal information that is necessary for us to provide tailored property search and acquisition services, including:

- Identification and Contact Information: Name, address, phone number, email address.
- Property Requirements: Budget, preferred location, property type, features of interest.
- Financial Information: Proof of funds, mortgage-in-principle documents (where applicable).
- Professional Details: Occupation, company name (if relevant to your search).
- Correspondence: Any messages, emails, or phone communications.
- Website Usage Data: IP address, browser type, and pages viewed when you visit our website.

4. How We Use Your Information

We only use your personal data when the law allows us to, and primarily for the following purposes:

- To deliver our property search services tailored to your buying requirements.
- To contact you with property matches, updates, and related advisory services.
- To liaise with third parties on your behalf (e.g., estate agents, solicitors, surveyors).
- To comply with legal obligations (e.g., anti-money laundering checks).
- To improve our website and user experience.

5. Legal Bases for Processing

We rely on one or more of the following legal bases:

- Performance of a contract: Where we are delivering a service you have requested.
- Consent: Where you have opted in (e.g. to receive newsletters).
- Legal obligation: Where required to comply with applicable laws.
- Legitimate interest: To improve our services or respond to your queries.

6. Sharing Your Data

We may share your personal data with trusted third parties solely to facilitate the property search and acquisition process, including:

- Estate agents and property developers
- Legal professionals (e.g., conveyancers or solicitors)
- Surveyors or valuers
- Financial or mortgage advisors (at your request)

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for legal or regulatory reasons.

8. Your Rights

Under the UK GDPR, you have the following rights:

- The right to access the personal data we hold about you.
- The right to request correction of inaccurate data.
- The right to request erasure ("right to be forgotten") in certain circumstances.
- The right to object to or restrict how we process your data.
- The right to data portability.

To exercise any of these rights, please contact us at louise@rowlandsrealestate.com.

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

<https://www.ico.org.uk> | 0303 123 1113

9. Cookies and Website Tracking

Our website may use cookies and analytics tools (e.g. Google Analytics) to collect information about your browsing behaviour. This helps us improve website functionality and user experience. You can control cookie settings via your browser.

10. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the updated date. We encourage you to review this policy periodically.

Contact Us

If you have any questions or would like to exercise your data rights, please contact:

Rowlands Real Estate

Email: louise@rowlandsrealestate

Phone: 07974 352736

Website: RowlandsRealEstate.com