



Privacy Policy

Why we have a Privacy Policy

Draper & Company is committed to privacy for everyone who accesses our website.

The **Data Protection Act 1998** has been replaced by the **General Data Protection Regulation (GDPR)**, and under this new legislation which came into effect in May 2018, there will be greater scope and much harder punishments for those who fail to comply with the new rules around the storage and handling of personal **data**.

Under this new legislation, we must comply with certain requirements which are designed to ensure that any **data** you provide to us is processed with due care and attention.

What data do we collect?

Draper & Company collects **Personal Data/Information** about you to help in the property sales/lettings **process** and for administrative purposes.

When you use or register with the Draper & Company site, we may ask for certain **Personal Information**. We use Personal Information and other data collected through the site to register you with the site. The categories of **Personal Information** we may request include your name and contact information (email, address and phone numbers). Depending on the nature of your enquiry or activities on the site, we may also ask for information regarding your property, references information, background information, and other administrative information.

Why do we process this personal data?

We process this **Personal Data** as necessary to provide our services to you and to market products and services to you as well as advise you of news and industry updates, events and any promotions (where we do use your information to market further products and services to you, you will be able to unsubscribe from such communications).

We may also use **Aggregate Data**, we will process your Personal Information for the purpose of producing statistics and complying with regulations.

Why do we collect and process sensitive personal data?

We collect and process **Sensitive Personal Data** only so far as is necessary and in compliance with all applicable legislation. By using the website and by registering your details with us, you consent to us collecting and processing **Sensitive Personal Data** supplied by you and disclosing this information to prospective agencies and clients in connection with the property sales process.

Do we pass to third parties?

We may pass Personal Data to **Third Parties** that help us to process Personal Data, to prospective or intended agencies (or third parties assisting them in the property sales process) or customers for the purpose of property sales/lettings.

If we deal with overseas employers/agencies.

Your Personal Information for the purposes described above, the data protection laws outside the EU may not provide an equivalent level of protection to those in the United Kingdom, but Draper & Company will abide by this Statement, as well as any applicable laws, when data is transferred. Draper & Company will take steps to ensure that such recipients of data transfers are made aware of this Statement and take action to preserve the confidentiality and security of your personal data. Information is held used and disclosed by Draper & Company as follows:



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Where we have retained third parties to provide services that you or our clients have requested; this can include referencing, verification and professional qualification checking, also criminal reference checking if appropriate.

Third parties who perform services on our behalf and to us; back office support providers, professional advisers and IT consultants. Business technology specialists, research, marketing and function co-ordinators. These third parties will comply with privacy and confidentiality similar to Draper & Company's privacy undertakings.

How is this data safeguarded?

The security of your Data is extremely important to us. Access to your **Personal Data** is only provided to our staff and Third Parties who help us to process data, to prospective agencies or customers in order to help with the property sales/lettings process.

How do we let you know if our policy changes?

Any policy changes, either due to business reasons or future changes in legislation, will be posted on this page and, if substantial, may be promoted on the website or through e-mail notification.

How do you remove your name from the database?

Access and Information

If you wish to pursue any of your Personal Information you can contact us to request for your personal data to be changed or removed from our database at any time.

Contact **Draper & Company** at:

86 Kensington High Street, London W8 4SG

Sales Team: 020 7183 5530 sales@draper.company

Lettings Team: 020 7183 9520 lettings@draper.company

Company Number: 938 5258

Registered Office: 4, Emmanuel Court, Reddicroft, Sutton Coldfield B73 6AZ

Terminology Guidelines

Aggregate Data - this is when all data is collected and processed as a total to enable us to look at such information as demographic and geographic trends, so that we can try to produce a better service in the future. This data is not personally identifiable data.

Data - information which (i) is being processed by equipment operating automatically in response to instructions given for that purpose, (ii) is recorded with the intention that it should be processed by means of such equipment, (iii) is recorded as part of a relevant filing system or with the intention that it should form part of a relevant filing system or forms part of an accessible record.

Data Protection Act 1998 - this is the act of Parliament which set out principles relating to the use of data to ensure that the rights of the person who is the subject of the data are protected under the law.

Personal data - data which relates to a living individual who can be identified from those data, or from those data and other information which is in the possession of, or is likely to come into the possession of, Draper & Company.



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Privacy Policy - this statement by Draper & Company which explains the ways that we try to protect our users' privacy.

Draper & Company - Draper & Company and their subsidiary companies.

Sensitive personal data - personal data consisting of information as to the racial or ethnic origin of the data subject, political opinions, religious beliefs or other beliefs of a similar nature, membership of a trade union, physical or mental health or condition, sexual life, the commission or alleged commission of any offence or any proceedings related to any offence.

Third Parties - these are companies and people other than Draper & Company.

Users - people who use our website and register their details with us for the purposes of property sales/lettings/purchases/valuations.

Website– Draper & Company's website www.draper.company and/or mobile device application.