



# Vista View Property Management Agency Ltd

## Privacy Policy

### 1. Introduction

Vista View Property Management Agency Ltd ("Vista View", "we", "us", "our") is committed to protecting the privacy and security of our clients, business partners, and staff. This Privacy Policy explains how we collect, use, store, and share your personal information, and outlines the rights you have under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 2. Data We Collect

In the course of providing our services, we may collect and process a variety of personal data. This can include your full name, address, telephone number, and email address, as well as payment details, invoicing information, and property details that are relevant to your bookings. We also keep a record of communications between you and Vista View, including emails, calls, and booking requests, in order to maintain accurate records and deliver a consistent service.

### 3. How We Use Data

We use personal data strictly for the purposes of delivering our services and managing our client relationships. This includes processing and confirming bookings, arranging and carrying out property viewings, managing secure key collection and drop-off, and providing property photography. We also use personal data to generate and issue invoices, maintain accurate accounts, comply with regulatory requirements, and communicate with you regarding your bookings or other service-related matters.

### 4. Legal Basis

The legal bases on which we process personal data are: (a) the performance of a contract with you, where the data is necessary for us to provide the services you have booked; (b) our legal obligations, such as maintaining tax and accounting records; and (c) our legitimate interests, which include maintaining and improving our services, ensuring the safety and security of our business operations, and communicating effectively with our clients.

### 5. Data Sharing

We will only share your personal data where it is strictly necessary to do so. This may include sharing limited data with trusted third-party providers such as IT support services, cloud storage providers, or payment processors in order to facilitate the delivery of our services. We require all third parties to respect the confidentiality and security of your personal information and to process it in accordance with the law. We do not sell, trade, or rent personal data to any other organisations.

## **6. Cookies & Website Data**

When you visit our website, we may collect certain information automatically through the use of cookies and similar technologies. Cookies are small files placed on your device to help us recognise you, improve site functionality, and analyse traffic. We may use: Essential cookies – required for the operation of our website and booking system; Analytical cookies – to understand how visitors use our website and to help us improve it; Functional cookies – to remember your preferences and enhance your experience. You can control or delete cookies through your browser settings. However, please note that disabling cookies may affect the functionality of our booking system and certain parts of our website.

## **7. Retention**

Your personal data will only be kept for as long as is necessary to fulfil the purposes for which it was collected, including the provision of services, the fulfilment of legal or accounting obligations, and the resolution of any disputes. Once the retention period has expired, your personal data will either be securely deleted or anonymised so that it can no longer be associated with you.

## **8. Your Rights**

You have a number of rights under the UK GDPR. These include the right to access the personal data we hold about you, the right to request corrections to any inaccurate or incomplete data, the right to request the erasure of your data in certain circumstances, the right to restrict or object to our processing, and the right to request the transfer of your data to another service provider. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe that your data has not been handled properly.

## **9. Contact**

If you have any questions about this Privacy Policy, or if you wish to exercise your rights, please contact us using the details below: [info@vista-view.co.uk](mailto:info@vista-view.co.uk) | 07572748530