

GDPR Privacy Policy

Introduction: Beresford Adams Commercial Limited is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect personal data in compliance with the General Data Protection Regulation (GDPR). By using our services, you agree to the collection and use of information in accordance with this policy.

- 1. Information We Collect:** We may collect the following personal data:
 - Contact details (name, address, email, phone number)
 - Financial details (payment information)
 - Property-related information (tenancy agreements, property preferences)
 - Communications with our team
- 2. How We Use Your Data:** We use your personal data for the following purposes:
 - To provide property services (renting, buying, selling, management)
 - To communicate with you regarding property inquiries or services
 - To comply with legal obligations (e.g., tax reporting, health and safety)
 - To improve our services and marketing communications (with your consent)
- 3. Legal Basis for Processing:** We process personal data based on the following legal grounds:
 - **Contractual necessity:** To fulfil contractual agreements with you (e.g., management agreements)
 - **Legal obligation:** Compliance with regulatory or legal requirements
 - **Legitimate interest:** To provide property services and improve customer experience
 - **Consent:** Where necessary, we will seek your consent to process your data (e.g., marketing communications)
- 4. Data Sharing:** We may share your personal data with:
 - Third-party service providers (e.g., contractors, maintenance services, insurers) as necessary to provide services
 - Legal authorities, when required by law
 - We will never sell your personal data to third parties.

5. **Data Security:** We take reasonable steps to protect your personal data from loss, misuse, and unauthorized access. This includes using secure encryption methods and limiting access to personal data on a need-to-know basis.
6. **Data Retention:** We retain your personal data for as long as necessary to fulfil the purposes for which it was collected and to comply with legal obligations. Once data is no longer required, it will be securely deleted.
7. **Your Rights:** Under the GDPR, you have the right to:
 - Access your personal data
 - Rectify any inaccuracies in your personal data
 - Request the deletion of your personal data (in certain circumstances)
 - Object to or restrict the processing of your data
 - Withdraw consent (where applicable)
 - To exercise these rights, please contact us at BA Commercial, 2 Friarsgate, Grosvenor Street, Chester, Cheshire CH1 1XG; tel 01244 351 212.
8. **Complaints:** If you believe that we have not handled your personal data in accordance with the GDPR, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.
9. **Updates to This Policy:** We may update this policy from time to time. Any changes will be posted on our website with an updated date.

Contact Us: If you have any questions regarding our GDPR policy or your personal data, please contact us at BA Commercial, 2 Friarsgate, Grosvenor Street, Chester, Cheshire CH1 1XG; tel 01244 351 212.
