

Privacy Policy for Lime Living Estate Agents

Effective Date: 01 January 2025

Lime Living Estate Agents is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.limeliving.co.uk, use our services, or engage with us in any other way.

Please read this Privacy Policy carefully. By accessing or using our services, you consent to the data practices described in this policy.

1. Information We Collect

We collect the following types of personal information:

- **Personal Identification Information:** Name, email address, phone number, postal address, date of birth, and other details you provide.
- **Property Preferences:** Information such as property types, price range, location preferences, and other details related to your property search or sale.
- **Transaction Data:** Details of any transactions you complete with us, including contracts, agreements, and payment information.
- **Technical Data:** Information about your device, IP address, browser type, and browsing behaviour when using our website.
- **Communication Data:** Any correspondence you send to us, such as emails, forms, or messages through our website.

2. How We Use Your Information

We may use the information we collect from you for the following purposes:

- To provide estate agency services, including property sales, lettings, and property management.
- To respond to inquiries, provide advice, and communicate with you regarding property listings or services.
- To process transactions and facilitate agreements, such as sales contracts or rental agreements.
- To improve our website, services, and customer experience based on user feedback and usage data.
- To comply with legal obligations, such as financial transactions or reporting requirements.
- To send marketing materials (with your consent), such as newsletters, property alerts, and promotional offers, though you can opt-out at any time.

3. How We Share Your Information

We may share your information with the following parties:

- **Service Providers:** Third-party companies that help us provide services (e.g., Companies we introduce to you, Credit & Reference Agencies, Fraud Prevention Agencies, Independent Financial Advisors, Companies you ask us to share data with).
- **Legal and Regulatory Authorities:** We may disclose your information to comply with legal obligations or to protect our rights.
- **Potential Buyers or Tenants:** If you are involved in a property sale or letting, we may share your information with prospective buyers, tenants, or landlords involved in the transaction.

We do not sell or rent your personal data to third parties for marketing purposes.

4. Data Retention

We will retain your personal data for as long as is necessary to fulfil the purposes outlined in this Privacy Policy, or as required by law. This includes keeping your data for as long as needed for legal, accounting, or reporting purposes.

5. Security of Your Information

We take the security of your personal information seriously and implement reasonable technical and organisational measures to protect it from unauthorized access, alteration, disclosure, or destruction. However, no method of data transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Your Rights

Under UK data protection law, you have the following rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete personal data we hold about you.
- **Right to Erasure:** You can ask us to delete your personal data in certain circumstances.
- **Right to Restrict Processing:** You may request that we limit how we process your personal data.
- **Right to Object:** You have the right to object to the processing of your data for certain purposes, including direct marketing.
- **Right to Data Portability:** You can request that we provide your personal data in a structured, commonly used, and machine-readable format.
- **Right to Withdraw Consent:** If we rely on your consent to process your data, you can withdraw it at any time.

To exercise any of these rights, please contact us at [your contact email or phone number].

7. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to collect information about how you use our site. These help us enhance your browsing experience and improve our website's functionality.

You can control the use of cookies through your browser settings. For more information, please see our **Cookie Policy**.

8. Third-Party Websites

Our website may contain links to third-party websites. These third parties have their own privacy policies, and we are not responsible for the content or practices of those sites.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. When we do, we will post the updated policy on our website and update the "Effective Date" above.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

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