
PRIVACY NOTICE

BACKGROUND:

Alliance Managing Agents Ltd understand that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our clients, customers, staff and contractors and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Alliance Managing Agents Ltd is a limited company, registered in England under company number 06696267

Registered and main trading address: 6 Cochrane House, Admirals Way, Canary Wharf, London, E14 9UD

VAT number: 946 4132 21

Data Protection Officer: Amy Plummer.

Email address: enquiries@alliancema.co.uk.

Telephone number: 02033281950.

Postal Address: 6 Cochrane House, Admirals Way, E14 9UD

We are regulated by RICS & ARMA Q.

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This

Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.

- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you could ask us for a copy of your personal data held by us to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way
- i) For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us:

- Your name
- Your address, your correspondence address if different
- Your email addresses
- Your telephone numbers
- Your business or company name if applicable
- Contact details for any key holders, relatives or agents in relation to your property
- Financial data; Your Bank details if you provide them to us, as well as your mortgage details and transaction history
- Information about the property, leases, title information, plans, details of alterations, condition reports and photographs where relevant
- Details of your property's occupiers, such as sub-tenants, licensees, lodger or pets.
- Your vehicle details where required

- Details of your personal circumstances, marital status, gender, employment status, residency, health, general activities or any mitigating circumstances you may present to us, when provided and relevant.

Your personal data is obtained from the following third **parties**:

- The Land Registry
- Solicitors
- Referees
- Other leaseholders or residents.
- Contractors

6. **How Do You Use My Personal Data?**

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for the following purposes:

- Providing the services outlined in the management contract for your commercial or residential property, such as accounting, day to day operational management, maintenance and
- Providing the additional services, outlined in Appendix III of our Management Contract, these are services not included in our management fee, such as: Dealing with Pre-sale Enquiries, collection of arrears, handling licenses to alter.
- Company Secretarial duties where applicable and where we act for your Landlord or Management Company in that capacity.
- Day to day management of the block where you live or do business.
- Providing and managing your service charge and / or Ground Rent Account if applicable
- Supplying you with information by email, post or telephone.
- Communicating with you. This may include responding to emails or calls from you as well.

7. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods:

- So long as we are contracted to provide management services at your residential or commercial property your personal data will be retained for the duration of your tenancy or occupancy at the property. It will then be archived and destroyed 6 + 1 years after the end of your period of tenure or occupancy.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK and EU. This means that it will be fully protected under the GDPR.

9. Do You Share My Personal Data?

In performing our duties at managing agent as outlined in our management Contract, we will share your data with the following categories of recipients:

- Tradespeople and Contractors undertaking work in your block
- Surveyors and Loss adjusters
- Concierge / site staff
- Directors of Resident Management Company's / Freeholders, or Head Lessors
- Mortgage Providers
- Debt Collection Agencies
- Solicitors
- Courts and judiciary system
- Insurance companies and Loss adjusters
- Fire authorities and police
- IT and Software technicians
- Accountants and Auditors
- The Ombudsman

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly



unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within **28 days** and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Amy Plummer)

Email address: enquiries@alliancema.co.uk.

Telephone number: 02033281950.

Postal Address: 6 Cochrane House, Admirals Way, E14 9UD.

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available at www.alliancema.co.uk