

Bloor Homes Postal Marketing

Introduction and general terms

At Bloor Homes, we respect your privacy and are committed to protecting all the data we process.

This privacy notice tells you about the way we process the personal information we may process that relates to you but also about why and how we use your data and about the rights you have over your data.

Wherever you see the words “we”, “us”, “our” in this Notice, these words refer to Bloor Homes Ltd.

The data we collect about you and how we use it

Personal data, or personal information, means any information about an individual from which that person can be identified. We collect and process only that personal data which we need to contact you to offer products or services for which we have a legitimate belief may be of interest to you, and otherwise operate our business in the way that you would anticipate.

In most cases your personal data will have originated via a publicly available source, such as the UK Land Registry and will be used for the sole purpose of making contact with you. This is likely to be restricted to simple contact data but depending on your response to us, may also include some communications data as detailed below:

The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. We collect only that personal data from you that we need to manage the contract of employment between us and operate our business in the way that you would anticipate.

We may collect, use, store and transfer different kinds of personal data about you, which we have grouped as follows:

Contact Data	title, name, address.
Communications Data	emails, notes of conversations, etc.

We only process personal data where we are legally permitted and believe in this circumstance we have a legitimate interest to contact you directly.

Marketing good practice

Before we contact we will check that you are not registered on the Mail Preference Service (MPS) and if you ask us to stop contacting you we will cease.

Sharing your personal data

Unless you respond positively to us we will not share your data with anyone.

Automated decision making

We do not use the information you provide to make any automated decisions that might affect you.

International transfers

We do not knowingly transfer any personal data outside the European Economic Area (EEA).

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Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Also, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

Data retention

We only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including to satisfy any legal, accounting, or reporting requirements.

Your rights over your information

By law, you can ask us what information we hold about you, request to have access to it, and you can ask us to correct it if it is inaccurate. If you believe we are not using your information lawfully, you can ask us to stop using it and in some circumstances, you may have the right to ask us to erase your personal data.

To submit a request by email, post or telephone, please use the contact information provided below.

Contacting us

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details below.

Address: Bloor Homes Head Office

Ashby Road
Measham
Swadlincote
Derbyshire
DE12 7JP

Phone: 01530 270100

Email: hq@bloorhomes.com

Your right to complain

If you have a complaint about our use of your personal information, we would prefer you to raise it with us in the first instance to give us the opportunity to put it right, but you can also contact the Information Commissioner's Office as below:

Address: Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Phone: 0303 123 1113

Website: www.ico.org.uk/concerns