

## Bloor Homes Ltd – Customer

### Introduction and general terms

At Bloor Homes, we respect your privacy and are committed to protecting all our customers' data. This privacy notice tells you about the information we collect from you and how we use your information during and after you buy a Bloor Homes property.

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

In collecting this information, we are acting as a data controller, and by law, we are required to provide you with information about us, why and how we use your data and the rights you have over your data.

### 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 personal data from you, which we need to provide you with the services you request and otherwise operate our business as you would anticipate.

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

<b>Contact Data</b>	Includes title, name, address, email address, telephone number and the area you live in and the property or development you are interested in purchasing.
<b>Financial Data</b>	Includes data relating to payments for products/services as well as bank statements and funding information.
<b>Other Identifier Data</b>	Includes approved Photo ID and utility bills.
<b>Communications Data</b>	Includes emails, notes of conversations, etc.

### When you buy a Bloor Home

When you are looking to buy a Bloor's Home, we will ask you to confirm your standard Contact Data that you may have already given us or add it where it is not already available. We use this information to facilitate your purchase and keep in touch with you throughout the process.

Before a sale, we will collect and use your data based on legitimate interest. This will persist until there is a signed agreement or contract between us, after which we will keep and use your data based on our contractual obligation to process it to best service that contract on your behalf.

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

### When you use our website

Please see our separate Website Terms & Conditions, Privacy Notice and Cookies Policy, which can be found on our website.

## Bloor Homes Ltd – Customer

### How we use your personal data

We use your personal data only when legally permitted. The most common uses of your personal data are to carry out the contract between us or to communicate with you during the purchase process; where it is necessary for our contractual obligation (or those of a third party) and your interests and fundamental rights are not unduly impacted; or where we need to comply with a legal or regulatory obligation.

In a table format, we have set out below a description of all the ways we plan to use your personal data and which legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Activity	Type of data	The lawful basis for processing
To provide our services:	(a) Contact (b) Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests
To complete the reservation and sale process through to completion:  To manage our relationship with you before, during and after the sale process:	(a) Contact (b) Other identifier (c) Communications	(a) Performance of a contract with you (b) necessary for our legitimate interests (to validate your identity) (c) Necessary for our legitimate interests (to create the best buying experience, to keep our records updated and support you after you move in)
Anti-money laundering	(a) Contact (b) Address (c) Photo ID (d) Financial	(a) Performance of a contract with you (b) Legal obligation

**Note** that we may process your personal data for more than one legal ground depending on the specific purpose for which we use your data.

### Sharing your personal data

As part of the house-buying process, we may have to share your personal data with select third parties to facilitate the purchase and after-sales support. In most cases, this will be to make prudent introductions or under your instruction via a third party delegated by you to work on your behalf; for example:

- solicitors
- estate agents
- maintenance companies
- insurance companies
- mortgage lenders
- warranty providers
- anti-money laundering partners
- local councils and authorities as prescribed in the Local Government and Finance Act 1992
- professional advisers and consultants
- independent financial advisors
- 'help to buy' or 'homebuy' agents
- utility providers
- regulators (NAHB, ICO, etc.)
- environmental agencies
- telecommunication providers

We share only the minimum amount of personal data to undertake the task at hand and require all third parties to respect the confidentiality and security of your data and treat it according to the data protection laws.

We do not allow our third-party service providers to use your data for their own purposes and only permit them to process your personal data for specified purposes and by our instructions.

## Bloor Homes Ltd – Customer

### 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).

### 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 are subject to a duty of confidentiality.

We have established procedures to deal with any suspected personal data breach. We will notify you and any applicable regulator of a breach where we are legally required to do so.

If at any point you suspect or become aware of a security incident (i.e. your password is stolen, or you receive a suspicious communication from someone holding themselves out to be a Bloor Homes employee or from a dupe website claiming to be affiliated with Bloor Homes), please let us know using the contact information provided below.

### 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.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

### Changes to the privacy notice and your duty to inform us of changes

This version of our privacy policy was last updated on 10th November 2023.

It is vital that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### Your rights over your information

By law, you can ask us what information we hold about you, request access to it, and ask us to correct it if it is inaccurate. In those cases where we process your information for contractual reasons, you can ask us to give you a copy of the information.

If you believe we are not using your information lawfully, you can ask us to stop using it for a period. In some circumstances, you may have the right to ask us to erase your personal data.

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

## Bloor Homes Ltd – Customer

### 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.

Phone: 01530 270100

Email: [gdpr@bloorhomes.com](mailto:gdpr@bloorhomes.com)

Address: Data Protection Office  
Bloor Homes Ltd  
Ashby Road  
Measham  
Swadlincote  
Derbyshire  
DE12 7JP

### Your right to complain

If you have a complaint about our use of your 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](http://www.ico.org.uk/concerns)