



Privacy & Cookie Policy

Gradwells Lettings Limited is committed to providing our clients, prospective clients, and website visitors with a transparent and respectful experience. We take your privacy seriously and are dedicated to protecting any personal data you share with us. Gradwells Lettings Limited is the data controller for the purposes of the UK General Data Protection Regulation (UK GDPR). If you have any questions, please don't hesitate to contact us.

This Privacy Notice explains how we collect, use, and protect your personal and non-personal data when you interact with our website or services. "Personal data" refers to information that can identify you, while "non-personal data" refers to anonymised or aggregated information.

By providing us with your data, you confirm that you are over 13 years of age.

Gradwells Lettings Limited

173 Wolverhampton Road, WS3 4AD, Pelsall.

General@gradswellslettings.co.uk

ICO Registration Number: ZC062415

We aim to keep your information accurate and up to date. Please notify us if your personal details change.

What Personal Data We Collect and Why

We only collect personal data necessary for specific purposes, and we process it lawfully and transparently.

- **Enquiry Data** – When you contact us, we collect your name, email, phone number, and message to respond to your enquiry.

Legal basis: Legitimate interests.

- **User-Generated Content** – If you post comments or reviews on our website or social media, we may collect and display that content.

Legal basis: Legitimate interests.

- **Transactional Data** – When you engage our services, we collect data required to fulfil our contractual obligations, such as your address, ID documents, and payment details.

Legal basis: Contractual necessity.

- **Technical Data (e.g. IP address)** – We collect your IP address and browser data to protect our website from misuse and ensure security.

Legal basis: Legitimate interests.

We may process your data without your knowledge or consent where required or permitted by law.

Marketing and Communications

We may send you marketing communications if:

- You've previously used our services
- You've made an enquiry
- You've opted in to receive updates

All marketing emails will include an option to unsubscribe at any time.

If you represent a limited company, we may contact you without prior consent under the soft opt-in rule, but you can still opt out at any time.

We may also use your data to deliver relevant digital ads (e.g. on social media) and to measure their effectiveness.

Legal basis: Legitimate interests (to grow our business).

GRADWELLS

Lettings

Sharing Your Data

We may share your data with trusted third parties, including:

- IT and software providers (e.g. CRM, email, cloud storage)
- Professional advisers (e.g. accountants, solicitors, insurers)
- Government bodies (e.g. HMRC, law enforcement, regulatory authorities)

All third parties are vetted for GDPR compliance and data security.

Cookies

Our website uses cookies to:

- Improve your browsing experience
- Analyse website traffic
- Remember your preferences

You can manage your cookie preferences through your browser settings. For full details, please see our Cookie Policy.

Data Security

We take data protection seriously. Measures include:

- SSL encryption for data transmission
- Secure servers and password protection
- Access controls for staff
- Regular audits and updates to our systems

Please note: email is not encrypted and should not be used to send sensitive information like payment details.

Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction or deletion
- Object to processing
- Withdraw consent
- Lodge a complaint with the ICO

To exercise your rights, please contact us at general@gradwellslettings.co.uk.

Policy Updates

We may update this Privacy Policy from time to time to reflect changes in law or business practices. Please check this page periodically to stay informed.