



## Privacy policy

Ashton Rose Limited (“we”, “us” or “our”) is committed to protecting and respecting your privacy.

This policy (together with our Terms and Conditions) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the “Act”), the data controller is Ashton Rose Limited of 8-12 Welbeck Way, London W1G 9YL.

Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site [www.ashtonrose.com](http://www.ashtonrose.com) (our Site). This may include any information you provide at the time of registering interest in a particular property or requesting further services or information;
- If you contact us, we may keep a record of that correspondence and your contact details;
- details of your visits to our Site including, but not limited to, traffic data and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

## IP Addresses And Cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer’s hard drive. They help us to improve our Site and to deliver a better and more personalised service. They enable us:





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- to estimate our audience size and usage pattern;
- to store information about your preferences, and so allow us to customise our Site according to your individual interests;
- to speed up your searches;
- to recognise you when you return to our Site.

You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser, but please note that if you choose to erase or block your cookies, you will need to re-enter your original user ID and password to gain access to certain parts of the site.

For more information please visit [www.cookie law.org](http://www.cookie law.org)

## Where we store your personal data

The data that we collect from you is stored on information technology systems located in the EEA which are operated by us. Some data processing in relation to web and email services is carried out on our behalf by a third party.

All information you provide to us is stored on our secure servers. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### Uses made of the information

We use information held about you in the following ways:

- to ensure that content from our Site is presented in the most effective manner for you and for your computer;
- to provide you with information (including information about properties), products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes;
- to carry out our obligations arising from any contracts entered into between you and us;
- to notify you about changes to our service.





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We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone.

Where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (the registration form).

## Disclosure of your information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006. We may disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by it about our customers or users will be one of the transferred assets;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms and Conditions and other agreements; or to protect our rights, property, or safety, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [info@ashtonrose.com](mailto:info@ashtonrose.com).

Our Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.





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## Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you. You can exercise this right at any time by contacting us at [info@ashtonrose.com](mailto:info@ashtonrose.com).

## Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

## Contact

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to [info@ashtonrose.com](mailto:info@ashtonrose.com).

