



PRIVACY POLICY – UPDATED APRIL 2026

Jeffries & Dibbens is committed to protecting and respecting your privacy. This policy explains how we collect, use, and safeguard your personal data, and your rights in relation to it. This policy applies where we act as a data controller in accordance with UK data protection law.

1. WHO WE ARE

For the purposes of UK data protection law, Jeffries & Dibbens is the data controller responsible for your personal data.

2. LAWFUL BASIS FOR PROCESSING

We process your personal data under one or more of the following lawful bases:

- Contract – where processing is necessary to enter into or perform a contract with you
- Legal obligation – including compliance with Anti–Money Laundering Regulations 2017 (as amended), tax legislation, and tenancy deposit protection legislation
- Legitimate interests – including property marketing, administration, customer communication, service improvement, and fraud prevention
- Consent – where you have agreed to receive marketing communications or optional services

3. INFORMATION WE COLLECT

Information you provide: Name, address, email address, and telephone number; Identification documents (for AML compliance); Financial and employment information; Property-related information; Any other information you provide to us.

Information collected automatically: IP address and device information; Browser type and operating system; Website usage data, including pages visited and interaction information.

4. ANTI–MONEY LAUNDERING (AML) AND IDENTITY CHECKS

Where required by law, we are obliged to carry out identity verification and anti–money laundering checks in accordance with the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended). This may include identity verification using documents and electronic checks, use of third-party identity verification and credit reference

agencies, and screening against sanctions and fraud databases. We process this data to comply with legal obligations and prevent financial crime.

5. COOKIES

Our website uses cookies and similar technologies. Cookies may be used to distinguish you from other users, enable essential website functionality, analyse website performance and usage, improve our services, and provide relevant marketing (where consent is given). Cookie categories include strictly necessary cookies, performance and analytics cookies, functionality cookies, and marketing cookies. Where required, we will request your consent before using non-essential cookies. You can manage cookies through your browser settings or our cookie tool.

6. HOW WE USE YOUR INFORMATION

We use your personal data to provide estate agency services including sales, lettings, and property management; carry out AML and identity verification checks; assess suitability for property transactions or tenancies; communicate with you regarding services; arrange viewings, inspections, and maintenance; manage contracts and legal obligations; comply with legal and regulatory requirements; improve our services and website; and send marketing communications (where permitted).

7. DISCLOSURE OF YOUR INFORMATION

We may share your personal data with companies within our corporate group; utility providers and service providers; financial organisations, including banks, mortgage lenders, and payment providers; credit reference agencies and tenant referencing providers; tenancy deposit protection schemes; debt collection, tracing, and recovery agencies; public authorities and government bodies (including tax and council services); contractors, tradespeople, and maintenance providers; professional advisers and support service providers; third-party service providers supporting our operations; and any prospective purchaser or successor of our business. We may also disclose your data where required by law, to enforce agreements, or to prevent fraud or criminal activity.

8. INTERNATIONAL TRANSFERS

Your personal data may be transferred outside the United Kingdom. Where this occurs, appropriate safeguards are applied to ensure your data is protected in accordance with UK GDPR.

9. DATA SECURITY

We take appropriate technical and organisational measures to protect your personal data. However, no system is completely secure, and we cannot guarantee the security of data transmitted over the internet.

10. DATA RETENTION

We retain personal data only for as long as necessary. AML and identity records are retained for 5 years after the end of the business relationship; tenancy records for 6 years after tenancy ends; sales records for 6 years after completion; and enquiry and marketing data until consent is withdrawn or no longer required. After this period, data will be securely deleted or anonymised.

11. YOUR RIGHTS

You have the right to access your personal data, request correction of inaccurate data, request deletion of your data, object to or restrict processing, request data portability, and withdraw consent at any time where applicable. You may opt out of marketing at any time.

12. MARKETING

We may send you marketing communications where permitted or where you have consented. You can opt out at any time using the unsubscribe link or by contacting us.

13. CHANGES TO THIS POLICY

We may update this policy from time to time. Updates will be posted on this page.

14. CONTACT US

If you have any questions about this policy or your personal data, please contact us using the details provided on our website.

15. COMPLAINTS

If you are unhappy with how we handle your data, you have the right to complain to the Information Commissioner's Office (ICO).