

Land options Limited

Privacy Notice

We take your privacy very seriously. This privacy notice will inform you as to how we look after your personal data when you visit our website landoptionsltd.com (**our Website**) (regardless of where you visit from) and when you correspond with us by telephone, email, post or otherwise. It tells you about your privacy rights and how the law protects you.

IMPORTANT INFORMATION AND WHO WE ARE

Purpose of this privacy notice

This privacy notice aims to give you information on how Land Options Limited collects and processes your personal data through the use of our Website, including any data you may provide through our Website when you make an online enquiry, request a call back or needed to report a problem with our Website and when you correspond with us by telephone, email, post or otherwise.

Our Website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Who we are

Land Options Limited (“**we**”, “**us**”, “**our**”) is a ‘data controller’ for the purposes of your personal data. This means that we determine the purpose and means of the processing of your personal data. You will find our contact details at the end of this privacy notice (see below: “**How to contact us**”).

PERSONAL DATA WE COLLECT ABOUT YOU

Personal data is any information relating to an identified or identifiable individual.

We collect, use, store and transfer different kinds of personal data about you. We do not process any sensitive personal data about you, such as personal data revealing racial or ethnic origin, health data or data relating to criminal convictions. Depending on our relationship with you, the types of personal data we do collect may include:

- Full name;
- Address;
- Email address;
- Telephone numbers (mobile and landline);
- Property and title information;
- Job title;
- Business name;
- Name of your employer or the organisation you represent;

- Information that you volunteer to us when you make an online enquiry, request a call back or needed to report a problem with our Website and when you correspond with us by telephone, email, post or otherwise.

If you do not provide personal data

For suppliers or contractors we engage with, where we need to collect personal data to enter into a contract with you and you fail to provide that data when requested, we may not be able to enter into the contract with you. This data may include your name, address and financial information.

HOW YOUR PERSONAL DATA IS COLLECTED

Depending on the circumstances, we use different methods to collect personal data from and about you including:

- **Directly from you.** You may give us your personal data by filling in our online enquiry form on our Website or by corresponding with us by email, telephone, post or otherwise. This includes personal data you provide when you
 - complete an online enquiry form;
 - send us an email
 - call us
 - request a call back
 - give us some feedback; or
 - tell us in person during a meeting
- **Other sources.** We may receive personal data about you from various third parties as set out below: -
 - From publicly accessible sources, specifically the HM Land Registry;
 - <https://www.gov.uk/government/organisations/land-registry>
 - from the service providers: -
 - www.landinsight.io
 - www.promap.co.uk

HOW AND WHY DO WE USE YOUR PERSONAL DATA?

Under data protection law, we can only use your personal data if we have a proper reason for doing so, for example:

- to comply with our legal and regulatory obligations;
- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent.

A legitimate interest is when we or a third party have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use your personal data for and our lawful basis for doing so.

What we use your personal data for	Our lawful basis for processing data
For contacting individual landowners regarding development opportunities	Necessary for our legitimate interests or those of a third party e.g. to enquire as to your potential interest in selling your land for development.
For other individuals who work for or represent landowners e.g. for corresponding with you about purchasing land, to provide information about a potential offer and to respond to your queries	Necessary for our legitimate interests or those of a third party e.g. to deal with pre-contractual enquiries or issues
To manage our relationship with you which will include (where appropriate) notifying you about changes to our privacy notice	Necessary to comply with our legal obligations Necessary for our legitimate interests i.e. to manage our relationship with you
To prevent and detect fraud against you or us	Necessary for our legitimate interests or those of a third party i.e. to minimise fraud that could be damaging for us and for you
Conducting checks to identify landowners	Necessary to comply with our legal obligations
For our Legal advisors & professional consultants	Necessary to comply with our legal obligations when drafting purchase contracts and to arrange any necessary surveys following agreement with you.
Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies	Necessary to comply with our legal obligations
Ensuring business policies are adhered to e.g. policies covering data security	Necessary to comply with our legal obligations Necessary for our legitimate interests or those of a third party e.g. to make sure we are following our own internal procedures so we can deliver the best service to you
Ensuring the confidentiality of commercially sensitive information	Necessary to comply with our legal obligations Necessary for our legitimate interests or those of a third party i.e. to protect commercially valuable information
Preventing unauthorised access and modifications to systems	Necessary to comply with our legal obligations Necessary for our legitimate interests or those of a third party e.g. to prevent and detect criminal activity that could be damaging for us and for you
Updating and maintaining records	Necessary to comply with our legal obligations Necessary for our legitimate interests or those of a third party
External audits for the audit of our accounts	Necessary to comply with our legal obligations
To enforce or apply any agreements	Necessary for our legitimate interests or those of a third party e.g. to

between us	enforce our legal rights and protect our business
To administer and protect our business and our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Necessary for our legitimate interests e.g. for running our business, provision of administration and IT services, network security and to prevent fraud Necessary to comply with our legal obligations
For testimonials on our Website	With your consent

Where we rely on consent as a lawful basis to process your personal data, you have the right to withdraw your consent at any time. To do this, please telephone, email or write to us (see below: “**How to contact us**”).

Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

WHO DO WE SHARE YOUR PERSONAL DATA WITH

Depending on the circumstances, we may share your personal data with:

- External service providers we use to help run our business e.g. website hosting provider, email service provider, and postal service providers; and
- Professional advisers including lawyers, bankers, loss adjusters, insurers, auditors, technical consultants and experts.

We only allow our service providers to handle your personal data if we are satisfied they take appropriate measures to protect your personal data.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal obligations.

We may also need to share some personal data with other parties, such as potential buyers of some or all of our business or during a re-structuring. Usually, information will be anonymised but this may not always be possible.

TRANSFERRING YOUR PERSONAL DATA OUTSIDE OF THE EUROPEAN ECONOMIC AREA

Some of organisations with whom we share your personal data are based outside the European Economic Area (EEA) (which comprises the countries in the European Union and Iceland, Liechtenstein and Norway) so their processing of your personal data will involve a transfer outside of the EEA.

These transfers are subject to special rules under European and UK data protection law.

Whenever we transfer your personal data outside of the EEA, we ensure a similar degree of protection is afforded to your data by ensuring one of the following (or one of the other grounds set out in data protection law) applies:

- your data is transferred to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission;
- the transfer is necessary for the performance of a contract between you and us;
- the transfer is necessary to establish, exercise or defend legal claims;
- there are adequate safeguards in place between us and the organisation receiving it (e.g. by the use of European Commission approved contractual terms); or
- you have provided explicit consent to the proposed transfer after being informed of any potential risks.

Please contact us (see below: “**How to contact us**”) if you want further information on the specific mechanism used by us when transferring your personal data outside of the EEA.

WHAT ARE YOUR RIGHTS IN RESPECT OF YOUR PERSONAL DATA?

Data protection law gives you certain rights, which you can exercise free of charge. Your rights will differ depending on our lawful basis for processing your data:

Access	The right to be provided with a copy of your personal data
Rectification	The right to require us to correct any mistakes in your personal data
To be forgotten	In certain situations, the right to require us to delete your personal data
Restriction of processing	In certain situations, the right to require us to restrict processing of your personal data e.g. if you contest the accuracy of the data
Data portability	In certain situations, the right to ask us to transfer any personal data you provided to us to another organisation
To object	The right to object at any time to your personal data being processed for direct marketing and in certain other situations to our continued processing of your personal data e.g. where processing is carried out for the purpose of our legitimate interests
Not to be subject to automated individual decision making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner’s Office \(ICO\) on individuals’ rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please email or write to us (see below: “**How to contact us**”) and let us have enough information to identify you e.g. your full name and address as well as what right you want to exercise and the personal data to which your request relates.

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including;

- to make contact with you to enquire as to your interest in selling land you own for development;
- to engage in ongoing correspondence with you/your representative regarding the sale of land you own;
- to respond to any questions, complaints or claims made by you or on your behalf;
- to show that we treated you fairly; and
- to keep records required by law to comply with our legal obligations.

We will not retain your data for longer than necessary for the purposes set out in this notice. Different retention periods apply for different types of personal data.

KEEPING YOUR PERSONAL DATA SECURE

We have put in place reasonable and appropriate security measures to endeavour to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal

data to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

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 Website; any transmission is at your own risk.

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

HOW TO COMPLAIN

We hope that we can resolve any query or concern you may raise about our use of your personal data. If you want to complain about how we have used your personal data, please email or write to us (see below: “**How to contact us**”). However, if we are not able to resolve your complaint to your satisfaction, you can complain to the UK’s supervisory authority, the Information Commissioner’s Office (ICO). Further information about how to make a complaint to the ICO can be found on the ICO website www.ico.org.uk.

The EU General Data Protection Regulation also gives you right to lodge a complaint with the supervisory authority in the European Union state where you work, normally live or where any alleged infringement of data protection laws occurred.

CHANGES TO THE PRIVACY NOTICE

This version was last updated in June 2020.

We may change this privacy notice from time to time and when we do so, we will inform you via our Website.

CHANGES TO YOUR PERSONAL DATA

Please let us know if you change your name, address or any other personal detail (see below: “**How to contact us**”).

HOW TO CONTACT US

If you have any queries about this privacy notice or how we use your personal data, you can contact us by email or post as follows:

Land Options Limited
jamie@landoptionsltd.com
07786015591
St Marys house, Netherhampton, Salisbury, SP2 8PU

Do you need extra help?

If you would like this notice in another format (for example large print) please contact us (see above: “**How to contact us**”).