

# This Privacy Notice explains how we intend to make use of your personal data.

We are The Pinnacle Letting Company Limited  
26 North Street  
Horsham  
RH12 1RQ

We use data we have collected about people for the following purposes:

- *To fulfil contractual obligations, we have toward them (where appropriate);*
- *To protect our legitimate interests and the legitimate interests of our clients (landlords);*
- *To allow our clients to fulfil their own contractual obligations to you (e.g. by carrying out repairs and property maintenance);*
- *To fulfil our obligations under the law.*

Where we have obtained proper consent to do so we will also use your contact data:

- *To allow us to market our services;*
- *To allow us to market relevant services by other third parties.*

We may also anonymise data and then use it for statistical analysis of the property market.

## Specific Data Uses

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We will securely pass details of proof of identity we collect about Tenants and Landlords to Creditsafe to fulfil our legal obligation to carry out money laundering and financial criminal checks. We may also make reports to government agencies where we have a reasonable suspicion of money laundering or terrorist or criminal financing.

We will securely pass identity and financial information about prospective tenants to our referencing agency, Creditsafe. Our referencing agency will access your credit records held with a credit referencing agency as part of the referencing process. We will also use identity information, employment, and past residence information to obtain references from previous landlords, or employers as to the suitability of a prospective tenant for a property and their ability to afford the rent. Our referencing agency may process parts of your credit records and other data they obtain to process your data automatically to produce a score which will determine whether or not you will be offered a tenancy. This is to protect the legitimate interests of our clients in having tenants who will not misuse their property and will pay the rent on time. If you refuse to give us this information or seek to try to prevent us making use of it then we will not be able to offer you a tenancy.

We will pass identity information of new tenants to utility providers and local authority tax collection agencies to allow utility and tax accounts to be placed in the correct names to protect the legitimate interests of our clients.

We may pass property details to third party contractors to take photographs for marketing purposes and place details of properties on our own and other websites and in the press to market them for letting.

We will pass personal contact information of tenants and property details to our approved contractors to allow our clients to fulfil their contractual obligation to organise tenancies and maintain tenanted property and to meet their legitimate interest in protecting their property. We will take steps to require maintenance contractors to comply with their data protection obligations.

We use Simply Email Solutions to process email communications. Our IT services are provided by Nairod they may have occasional access to personal data that we hold. We have a contract with them to protect data privacy. Our business is run using management software provided by Key Data Systems. They may have occasional access to data for maintenance and trouble-shooting purposes. We have a contract with them to protect data privacy.

We will pass identity and financial information to legal advisors and debt collectors to protect our and our client's legitimate interests by assisting in the collection of debts owed to ourselves or our clients or to take legal advice about claims that may be advanced against us or our clients.

Where we have been given your consent to use your data for marketing purposes we will only do so to the extent that your consent was given and only to the organisations or categories of organisations we identified when seeking that consent.

## Your Rights

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Where we have asked your consent for the use of your data you may withdraw it at any time. We may only then process your data if we can establish a need to do so.

You have the right to ask us to delete or stop processing your data. We may only then continue to do so if we can establish a need to do so.

If you are unhappy with how we have handled your data, you may complain to us at any time. You also have the right to complain to the Information Commission whose details can be found (along with more information on your rights) at (<https://ico.org.uk>).