LHB Estate Agents

Privacy Policy

1. Introduction

Welcome to the privacy notice of LHB Estate Agents ("LHB", "we", "us", or "our").

LHB Estate Agents is committed to protecting your privacy. This policy explains how we collect, store, use, and share your personal data when you interact with us—whether online, over the phone, in person, or through property portals. It also explains your rights and how the law protects you.

This policy applies to the use of our services, website, social media channels, and any contact you have with us through various means including:

- Visiting our office
- Contacting us via phone, post, email, or SMS
- Using our website or third-party property portals (e.g., Rightmove, Zoopla, OnTheMarket)
- Interacting with us on social media

By using our services or accessing our website, you consent to the practices described in this policy.

2. Who We Are

LHB Estate Agents is the data controller responsible for your personal data.

Contact Details:

- **Email:** sales@lhbestateagents.co.uk
- **Postal Address:** LHB Estate Agents, 8 Sea Lane, Rustington, West Sussex, BN16 2RB
- **Phone Number:** 01903 323 455

We have appointed a Data Privacy Manager who oversees questions regarding this policy. If you have concerns, please contact them using the details above. You also have the right to contact the Information Commissioner's Office (ICO): www.ico.org.uk

3. Data We Collect

We may collect and process the following types of personal data:

- **Identity Data:** name, title, date of birth, gender
- **Contact Data:** postal address, email, phone numbers
- **Employment Data:** job title, employer, income details (for tenancy referencing)
- **Financial Data:** bank details, credit reference history
- **Property Data:** address, alarm codes, key access details
- **Usage Data:** browsing activity, cookies, IP address
- **Profile Data:** preferences, login information, survey responses
- **Marketing Data:** preferences for receiving marketing communications

We do not collect:

- Special category data (e.g. health, religion, race)
- Criminal records or convictions (unless legally required)

4. How We Collect Your Data

We collect personal data through:

- **Direct interactions:** when you register, enquire, visit our branch, or communicate with us
- **Automated technologies:** cookies and analytics on our website
- **Third parties:** property portals (Rightmove, Zoopla, etc.), referencing agencies, solicitors, financial advisors

5. How We Use Your Data

We will only use your data when legally permitted. Common examples include:

Purpose	**Legal Basis**
Registering buyers/sellers/landlords/tenants	Performance of a contract
Conducting referencing checks	Legal obligation / Legitimate interest
Communicating with you about services	Contract / Legitimate interest
Sending marketing communications	Consent (opt-in basis)
Carrying out maintenance or inspections	Legitimate interest
Complying with legal obligations (e.g. Right to Rent)	Legal obligation

We may also use anonymised data for analytics or service improvements.

6. Call Recording and Transcription

When you contact us by telephone, or when we call you, we may record and transcribe the call. A transcription is a written record of what was said during the call, produced from the audio recording.

We record and transcribe calls in order to:

- Keep an accurate record of what was discussed and agreed, for example in relation to a property, viewing, offer, negotiation, tenancy, or instruction
- Maintain and improve the quality of our service, and to train, support, and monitor our staff
- Help us handle and resolve enquiries, complaints, and disputes
- Meet our legal and regulatory obligations where these apply

Call recordings and their transcripts form part of your personal data and are handled in line with this policy, including the sections on Sharing Your Data, Data Security, and Data Retention. Where an external telephone system or a transcription tool (including automated or AI-based transcription) is used, the audio and/or transcript may be processed on our behalf by trusted service providers who act as our data processors under a written agreement, and who may only use the data to provide that service to us.

We keep call recordings and transcripts only for as long as necessary for these purposes. If you would prefer that a particular call is not recorded, please let us know at the start of the call and we will discuss the options available to you.

7. Marketing

You will only receive marketing communications from us if you have:

- Requested information from us
- Provided your consent when registering

You can withdraw consent or manage preferences at any time using:

- The “unsubscribe” link in our emails
- Contacting our Data Privacy Manager

8. Sharing Your Data

We may share your data with:

- Utility providers
- Maintenance contractors
- Referencing agencies
- Solicitors, surveyors, and financial advisers
- Software and IT providers (e.g. CRM, hosting)
- Government bodies (e.g. HMRC, ICO)

We ensure all third parties respect and secure your personal data in accordance with legal obligations.

9. International Transfers

We do not transfer your personal data outside the European Economic Area (EEA).

10. Data Security

We have appropriate security measures to protect your data from loss, unauthorised access, or misuse. Only employees, agents, or contractors with a legitimate need will access your information.

11. Data Retention

We will retain your data only as long as necessary for the purposes we collected it for, including for legal, accounting, or reporting requirements. In most cases, this will be for six years after your relationship with us ends.

In some circumstances, we may anonymise data for statistical purposes.

12. Your Legal Rights

You have the right to:

- Access the data we hold on you
- Correct inaccuracies
- Request deletion (in certain cases)
- Object to processing or marketing
- Request data transfer
- Withdraw consent (where applicable)

To exercise your rights, contact our Data Privacy Manager. We aim to respond within one month.

13. Cookies

Our website uses cookies to enhance user experience and collect usage data. You can manage or disable cookies via your browser settings. Some site functions may not work if cookies are disabled.

14. Changes to This Policy

We may update this policy from time to time. The latest version will always be available on our website.

Last updated: 07/08/2026