



## Anchor Point Homes Ltd Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information and covers the following items.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
- How to complain

**Contact details** – [stevie.murphy-jones@anchorpointhomes.co.uk](mailto:stevie.murphy-jones@anchorpointhomes.co.uk)

### What information we collect, use, and why

#### We may collect or use the following information to provide services and goods, including delivery:

- Names, contact details and addresses
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)
- Credit reference information
- Website user information (including user journeys and cookie tracking)
- Identification documents

#### We may collect or use the following information for the operation of customer accounts and guarantees:

- Names and contact details
- Payment details (including card or bank information for transfers and direct debits)

#### We may collect or use the following information for service updates or marketing purposes:

- Names and contact details

#### We may collect or use the following information to comply with legal requirements:

- Name and contact details
- Any other personal information required to comply with legal obligations
- Health and safety information

#### We may collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details
- Correspondence

### Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website. Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** – You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** – You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** – You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** – You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** – You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month. To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.



**Our lawful bases for collecting or using personal information to provide services and goods are:**

- Consent – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**Our lawful bases for collecting or using personal information for the operation of customer accounts and guarantees are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**Our lawful bases for collecting or using personal information for service updates or marketing purposes are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

**Our lawful bases for collecting or using personal information for legal requirements are:**

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:**

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**How long we keep information for and security of information:**

Any information collected will be kept secure, password protected and only accessible by the Director. The information will only be retained to meet obligations such as for tax reasons or other legal requirements. Personal information will be retained only for the period of time you are a client. Contact information will be retained for marketing purposes.

**Who we share information with**

Others we share personal information with

- Professional or legal advisors
- Relevant regulatory authorities
- Organisations we're legally obliged to share personal information with

**How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Helpline number: 0303 123 1113  
Website: <https://www.ico.org.uk/make-a-complaint>