



Privacy Policy

At Northern Abode Limited we are committed to ensuring that your privacy is protected. This privacy notice, together with our Terms and Conditions and any other notice referred to in it, explains how we will collect your personal data and how we use your personal data, including when you visit our website.

Northern Abode Limited is a data controller in respect of the personal data processed during your interactions with us as a company and when you visit our website. If you have any questions or concerns in relation to this Privacy Notice you can contact us at emma@northern-abode.co.uk or by writing to us at, Northern Abode Limited, 22 Morpeth Avenue, South Shields, Tyne & Wear, NE34 0SF.

Third-party links

Our website may include links to third party websites, plug-ins or applications which may allow third parties to collect or share your personal data. We are not responsible for their use of your personal data and cannot control it.

1. WHAT INFORMATION WE MAY COLLECT AND HOW WE USE IT

As a business we collect, use, store and transfer different types of personal data depending on who you are.

If you are letting a property through Northern Abode Limited, letting a property from one of our clients, or in contact with Northern Abode Limited as a party interested in one or more of those services, we collect and use your personal data in order for us to provide you with our services or details on them. The personal data we collect and use may include:

- Identity Data (name, marital status, title, date of birth, gender, username and password, purchases made by you, your interests and preferences, feedback and survey responses)
- Contact Data (billing address, delivery address, email address and telephone numbers)
- Financial Data (bank account and payment details)
- Transaction Data (details about payments to and from you and other services you have purchased through us)
- Technical Data (internet protocol address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, identification number, online identified, location data and other similar identifying information required for the customer's device(s) to communicate with websites and applications on the internet)
- Usage Data (how you use our website products and services, the full uniform resource locators clickstream to, through and from our site (including date and time), download errors, lengths of visit to certain pages, page interaction information, methods to browse away from the page and any phone numbers you use to call us)



NORTHERN ABODE

- Marketing and Communications Data (your marketing preferences from us and our third parties and your communication preferences)

We also may collect and use Aggregated Data. For example, when you visit our website we may aggregate data about your usage to tell us about how certain features on our website are used. This is not usually classified as personal data as whilst it derives from personal data (in the example, it is derived from your Usage Data) it does not reveal your identity to us. If we do link this Aggregated Data to your personal information, it will be treated as personal data in line with this policy.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. You can ask us to rectify or update your personal information at any time by email to emma@northern-abode.co.uk or by writing to us at Northern Abode Limited, 22 Morpeth Avenue, South Shields, Tyne & Wear, NE34 0SF.

2. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

Direct interactions

You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our services;
- complete a form;
- subscribe to our service or publications;
- request marketing to be sent to you;
- contact us through social media;
- telephone us;
- give us some feedback.

Third parties or publicly available source

We may receive personal data about you from various third parties and public sources as set out below:

Contact, Financial and Transaction Data from providers of payment services such as Debit Card or Credit Card providers based inside the EU.

Identity and Contact Data from data brokers or aggregators such as:

- Rightmove based inside the EU
- Facebook based outside the EU
- Instagram based outside the EU
- X based outside the EU



NORTHERN ABODE

Identity and Contact Data from publicly available sources such as Companies House, The Land Register and the Electoral Register based inside the EU.

3. HOW WE USE YOUR PERSONAL DATA

In the table below we summarise the ways that we plan to use your personal data and the purposes for which we will use your personal data. We will only use your personal data for the purposes for which we have collected it. If we need to process your personal data for a different purpose that is not compatible with the original purpose that we collected your personal data, we will let you know.

We may process your personal data for a different purpose and without your consent where it is necessary for us to comply with our legal obligations.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To contact you	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you Necessary for our legitimate interests (for running our business, to recover debts due to us, to keep our records updated and to study how customers use our products/services)
To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services you request from us	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you Necessary for our legitimate interests (for running our business and to recover debts due to us)
To provide you with information about other goods and services that we offer which we feel may interest you	Identity Contact Technical Usage	Necessary for our legitimate interests (to develop our products/services and grow our business)



To permit selected third parties:

- to provide you with information about goods or services which we feel may interest you
- to assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website

Identity
Contact
Technical
Usage

Consent (in relation to SMS and email marketing communications)

Necessary for our legitimate interests (to develop our service offering)

To assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website

Identity
Contact
Financial
Transaction

Marketing and
Communications

Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)

To notify you about changes to our service

Identity
Contact

Performance of a contract with you

Necessary to comply with our legal obligations

Necessary for our legitimate interests (to keep our records updated)

To ensure that content from our website is presented in the most effective manner for you and your computer

Identity
Contact
Financial
Transaction

Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)

To verify your identity

Identity
Contact

Necessary to comply with our legal obligations



Financial
Transaction

Necessary for our legitimate interests (for running our business and to prevent fraud and money laundering)

As part of our efforts to keep our site safe and secure and to prevent or detect fraud

Identity
Contact
Financial
Transaction

Necessary to comply with our legal obligations

Necessary for our legitimate interests (for running our business, provision of administration and IT services, to prevent fraud and in the context of a business reorganisation or restructuring exercise)

To provide customer support

Identity
Contact

Performance of a contract with you

To facilitate and to enable you to partake in a property viewings or visits to property marketing suites

Identity
Contact

Performance of a contract with you

Necessary for our legitimate interests (for running our business and to develop and grow our business)

To comply with the requirements imposed by law or any court order

Identity
Contact
Technical
Usage

Necessary to comply with our legal obligations

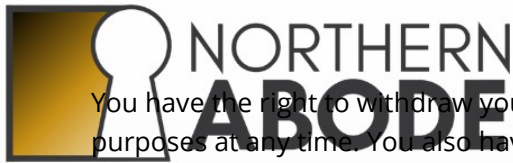
Where you have viewed through us, we may disclose your name to a landlord or vendor where we have been dis-instructed, in order to avoid a potential commission dispute

Your name

Necessary for our legitimate interests (to protect our entitlement to a commission and to avoid commission disputes wherever possible)

Marketing

Northern Abode Limited registered at 22 Morpeth Avenue, South Shields, Tyne & Wear, NE34 0SF.
Registered in England and Wales. Our registered number is 16124296.



You have the right to withdraw your consent for us to use your personal data for marketing purposes at any time. You also have the right to withdraw consent for us to pass your information to third parties for marketing purposes. If you do withdraw your consent, this will result in us ceasing to market goods and services to you.

You can ask us to stop sending you marketing messages at any time by:

- Checking or unchecking relevant boxes to manage your marketing preferences;
- following the opt-out links on any marketing message sent to you; or
- contacting us at any time by emailing emma@northern-abode.co.uk or by calling 0191 820 1941.

If you do withdraw your consent to receiving marketing messages, we will still process your personal data in order to fulfil our contract with you and in accordance with our legal, accountancy and regulatory obligations.

If you no longer wish to be contacted by third parties for marketing purposes, please follow the instructions in their marketing communications, or consult their privacy policies about how to unsubscribe.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any company outside of Northern Abode Limited for marketing purposes.

Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit any web site. They are widely used to make web sites work, or work more efficiently, as well as to provide information to the owners of the site.

Like all other users of cookies, we may request the return of information from your computer when your browser requests a web page from our server. C

ookies enable our web server to identify you to us, and to track your actions and the pages you visit while you use our website. The cookies we use may last for a single visit to our site (they are deleted from your computer when you close your browser) or may remain on your computer until you delete them or until a defined period of time has passed.

Although your browser software enables you to disable cookies, we recommend that you allow the use of cookies to take advantage of the features of our website that rely on their use. If you prevent their use, you will not be able to use all the functionality of our website. Here are the ways we may use cookies:

- to record whether you have accepted the use of cookies on our web site. This is solely to comply with the law. If you have chosen not to accept cookies, we will not use cookies for your visit, but unfortunately, our site will not work well for you.
- to allow essential parts of our web site to operate for you.
- to operate our content management system.



NORTHERN ABODE

- to operate the online notification form - the form that you use to contact us for any reason. This cookie is set on your arrival at our web site and deleted when you close your browser.
- to enhance security on our contact form. It is set for use only through the contact form. This cookie is deleted when you close your browser.
- to collect information about how visitors use our site. We use the information to improve your experience of our site and enable us to increase sales. This cookie collects information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.
- to record that a user has viewed a webcast. It collects information in an anonymous form. This cookie expires when you close your browser.
- to record your activity during a web cast. For example, as to whether you have asked a question or provided an opinion by ticking a box. This information is retained so that we can serve your information to you when you return to the site. This cookie will record an anonymous ID for each user, but it will not use the information for any other purpose. This cookie will last for a period of time after which it will delete automatically.
- to store your personal information so that you do not have to provide it afresh when you visit the site next time. This cookie will last for a period of time after which it will delete automatically.
- to enable you to watch videos we have placed on YouTube. YouTube will not store personally identifiable cookie information when you use YouTube's privacy-enhanced mode.

For more information about cookies, how they work and what choices you can make through your own browser settings see <http://www.allaboutcookies.org/>.

4. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes set out in the "Purposes for which we will use your personal data" table above. We have agreements in place with our third parties that restrict their use of your personal data. We only allow third parties to use your personal data for specified purposes and in accordance with our instructions

Category	Explanation
External Third Parties	Service providers acting as processors based in the United Kingdom who provide IT and system administration services (such as Arthur Online), anti-money laundering and referencing service providers (such as GoodLord or AdvancedRent, Transunion, Rightmove), tenancy deposit administrators (such as the Tenancy Deposit Scheme) and services to enable us to perform



NORTHERN ABODE

our contract with you. Other providers used are Microsoft (Office 365), Signable, Help the Move, FixFlo.

Advertisers and advertising networks (including social media, Facebook, X and Instagram) that require the data to select and serve relevant adverts to you.

Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the United Kingdom who provide consultancy, banking, legal, insurance and accountancy services. BACS services, Lloyds Bank, as well as bottom line technology providers,

HMRC, The Home Office, regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.

If you are a tenant and we are helping you with the administration in moving, we will refer your personal information to GoodLord, Rightmove and Help the Move which acts on our behalf to provide referencing and utilities management respectively. GoodLord and Help the Move may contact you about the other services that they provide if you consent for them to do so.

If you are a tenant in one of our managed properties, you may 'report a repair' through your portal and this will share your contact information with the software providers Arthur Online. This is solely for the purpose of providing Northern Abode Limited with a maintenance report. Your details will not be used for any other purpose by Arthur Online.

Other Third Parties

Sometimes there may be third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

Anti-Money Laundering

Northern Abode Limited is committed to operating its business in a transparent and open manner consistent with our legal and regulatory obligations. We are aware that the real estate industry is a target for organised criminals seeking to launder the proceeds of criminal activity. We always seek to prevent this activity by cooperating fully with the authorities and reporting suspicious activity to the National Crime Agency.



As part of this commitment, we adopt a strict compliance of all Anti-Money Laundering rules, with specific emphasis on the Proceeds of Crime Act 2002, the Money Laundering Regulations 2017, the Bribery Act 2010 and the Terrorism Act 2000.

Northern Abode Limited's policy commitment is applicable to all of our customers, including landlords and tenants. As a result, we obtain and hold for a period of at least five years evidence pertaining to our customers' identity and, where appropriate, we obtain proof of ownership of property and source/destination of funds. We will be unable to proceed with any work on behalf of our customers if we are unable to obtain this information. Customers' identity will be subject to an electronic identity check, which may also include a credit check.

Northern Abode Limited is registered and supervised by HM Revenue & Customs for compliance with the Money Laundering Regulations 2017.

5. DATA SECURITY

Once we have received your personal data we will use reasonable and necessary procedures and security features to try and prevent unauthorised access. For example, we limit who can access your personal data to those individuals and third parties who need to know it and who are subject to a duty of confidentiality.

If we become aware of a data breach we will notify the Information Commissioner's Office. If we believe that the data breach is serious, we may notify you in accordance with our legal requirements.

6. INTERNATIONAL TRANSFERS

We will not transfer your personal data outside of the European Economic Area, except to a country offering the same level of protection for your personal data. For example, with certain service providers we may use specific contracts approved by the European Commission which ensures that your personal data has the same protection as it would have in Europe.

7. DATA RETENTION

We hold on to your personal data whilst you use our services (or whilst we provide services connected to you) and for at least five years thereafter, for legal, regulatory and accounting purposes. If we need to hold on to your personal data for longer, we take into consideration the potential risks in continuing to store your data against why we might need to keep it. In some circumstances we might anonymise your personal data so it is not associated with you, and we may then use this information indefinitely.

8. YOUR LEGAL RIGHTS

Under data protection laws you have the right to protect and look after your personal data. You have the right to:

- ask us for the personal data that we hold and process about you (this is commonly known as a data subject access request). You have rights to the following information:
 - the purpose(s) for which we are processing your information;
 - the categories of personal information we hold about you



NORTHERN ABODE

the recipients or categories of recipient to whom the personal data have been or will be disclosed;

- the period for which we will store your information, or the criteria used to determine that period;
- prevent the use of your personal data for marketing purposes by
 - informing Northern Abode Limited; or
 - by ticking the relevant boxes on the data collection forms; or
 - by checking or unchecking relevant boxes to manage your marketing preferences on emails etc; or
 - by emailing emma@northern-abode.co.uk

Please note that even if you refuse marketing, we will still contact you to discuss the services you have asked us to provide to you or to tell you about changes to our terms and conditions.;

- ask that any inaccurate information we hold about you is corrected;
- ask that we delete the personal data we hold about you in certain situations;
- ask that we stop using your personal data for certain purposes;
- ask that we do not make decisions about you using completely automated means; and/or
- ask that personal data we hold about you is given to you, or where technically feasible a third party chosen by you, in a commonly used, machine-readable format.

The rights listed above may apply in certain circumstances, and so we may not always be able to comply with your request to exercise these rights. We will usually respond to a request from you to exercise your rights within 1 month of receipt, but it might take longer if your request is particularly complex or if you have made a number of requests. Please be aware that we may need to process your personal data and/or request specific information from you to help us comply with your request. You will not usually have to pay a fee to exercise these rights, but we reserve the right to if your request is clearly unfounded, repetitive or excessive, alternatively we may refuse to comply with your request.

Complaints and Feedback

If you would like to speak to us about how we handle your personal data, please contact us at emma@northern-abode.co.uk. You can also complain to the Information Commissioner's Office who is the UK supervisory authority for data protection issues.

Northern Abode Limited is registered in England and Wales (registered number 16124296). Our registered office is at 22 Morpeth Avenue, South Shields, Tyne & Wear, NE34 0SF.