

PRIVACY POLICY

Property by Alexander Ltd

Trading as Property by Alexander

Last updated: November 2025

Property by Alexander Ltd (“we”, “us”, “our”) is committed to protecting your personal data and handling it lawfully, fairly and transparently.

This Privacy Policy explains how we collect, use, store, share and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR),

the Data Protection Act 2018, and all applicable data protection laws.

We act as a Data Controller for the personal information you provide to us.

1. WHO WE ARE

Property by Alexander Ltd

Trading Name: Property by Alexander

Company Number: 16865489

Registered Address:

3rd Floor, 45 Albemarle Street, Mayfair, London, W1S 4JL

For all data protection enquiries: info@propertybyalexander.co.uk

2. INFORMATION WE COLLECT

We may collect, process and store the following categories of personal data.

a) Information You Provide Directly

Provided when contacting us via:

- Website forms
- Email, phone, WhatsApp, SMS
- Social media platforms: Instagram, Facebook, LinkedIn, TikTok, YouTube, X/Twitter
- In-person meetings
- Any future communication platforms

This may include:

Name, address, email, phone number, property details, valuation data, buyer/seller preferences, offer info, AML documentation.

b) Automatically Collected Information (Cookies)

We use essential cookies for site security and performance. These may collect:

IP address, browser/device info, pages visited, usage patterns.

c) Information Received From Third Parties

We may receive your data from:

Property portals (Rightmove, Zoopla, OTM), joint agents, solicitors, mortgage brokers, surveyors, EPC assessors, contractors, CRM systems, and other service partners.

d) Property Transaction Information

This includes appraisal notes, viewing info, feedback, negotiation details, offers, and sales progression updates.

3. HOW WE USE YOUR INFORMATION

a) To provide estate agency services

Responding to enquiries, valuations, registration, viewings, negotiations, sales progression, portal marketing, and general communication.

b) Communication

We may contact you via:

Email, phone, WhatsApp, SMS, Instagram DM, Facebook Messenger, LinkedIn messages, TikTok messages, YouTube messages, X/Twitter DM, or any platform you use.

c) Marketing (With Consent)

If opted-in, we may send:

Property updates, market news, newsletters, service information.

You may unsubscribe at any time.

d) Compliance & Legal Obligations

AML checks, HMRC requirements, regulatory duties, contract obligations.

e) Legitimate Interests

Lead management, follow-up, client management, joint-agent collaboration, fraud prevention, service improvement.

4. LEGAL BASES FOR PROCESSING

- Legitimate Interest
- Contractual Necessity
- Legal Obligation
- Consent

5. SHARING YOUR INFORMATION

We may share your data with:

- Property portals
- Joint agents, sub-agents, introducers
- Solicitors, mortgage brokers, surveyors, EPC assessors
- Photographers, videographers, floorplan providers
- Contractors/staging providers
- Technology/CRM platforms (Alto, email, hosting, compliance software)
- Legal/regulatory authorities when required

We NEVER sell your data.

6. DATA RETENTION

We retain personal data only as long as necessary for:

Service delivery, legal compliance, AML requirements, HMRC rules, auditing.

Estate agency data may be kept for up to 7 years.

7. YOUR RIGHTS

You may:

Access, correct, delete, restrict, or object to processing.

Withdraw marketing consent.

Request data portability.

Complain to the ICO.

Contact: info@propertybyalexander.co.uk

8. COOKIES

We use essential cookies only. If analytics or additional cookies are added later, this policy will be updated. Users may manage cookies via browser settings.

9. DATA SECURITY

We use appropriate technical and organisational measures to protect your data from unauthorised access, misuse, loss, or alteration.

10. COMMUNICATION CHANNELS

By contacting us, you consent to us replying through the same method (WhatsApp, SMS, social media, etc.).

11. CHANGES TO THIS POLICY

We may update this policy when necessary. The newest version will always be available on our website.

END OF POLICY