

HOW WE USE THE INFORMATION YOU GIVE US

Please read this and keep it safe. It shows how seriously we take our responsibilities when it comes to collecting and processing your data, how we use your data and your statutory rights in relation to your data.

HOW WE USE YOUR INFORMATION

We will use the information you give us in any of the following 4 ways:

- 1. Performance of a contract** – this is where we need to collect and process your data so we can carry out something you have asked or contracted us to do, for example:
 - Providing mortgage services
 - Providing protection services
 - Creating and managing your online account
 - Processing payments for our services
- 2. Legal obligation** – sometimes we need data from you to meet our legal responsibilities, for example:
 - Protecting against and preventing fraud, unauthorised transactions, tax evasion or claims
 - Meeting money laundering regulations
 - Confirming your identity
- 3. Consent** – in this case, we will process your data because you have given us your clear and unambiguous consent to do so, for example:
 - Letting you know about other products, services, offers, programs and promotions available through Countrywide Principal Services
- 4. Legitimate interests** – some information is processed by the companies within Countrywide Principal Services as part of its legitimate interests, which include (but is not limited to) network and information security, opting out of communications, direct marketing, web analytics, updating customer details, lettings, sales and other core services. This is required to:
 - Manage risk exposure and agent or franchise quality, integrity, compliance and security of business processes
 - Operate, monitor, evaluate and improve our products, services and websites

THIRD PARTIES

Depending on which products and services you choose from us, you may become aware of certain third parties with whom we work. For example, AXA Insurance UK plc provides the Building and Contents policies that we offer, and Aviva is our chosen provider of Life Assurance policies.

We will specify the names of the individual third parties at the relevant time.

We will talk to you about other products and services we can provide when the time is right.

HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your data for as long as is reasonable for the purposes set out in our privacy notice, and to fulfil our legal and regulatory obligations. For further information on this, you can email our Group Data Protection Officer at DPO@connellsgroup.co.uk.

YOUR STATUTORY RIGHTS

You have a number of rights concerning the personal information we use. These include the right to:

- ask us for access to a copy of the personal information we hold about you
- ask us to correct your personal information
- ask us to delete your personal information

Further details are available at <https://www.countrywide.co.uk/notices/privacy-policy/>

For information concerning the collection, use and processing of personal information by any of our business partners or suppliers, please contact your main/nominated contact at our branch/office.

WHO IS THE DATA CONTROLLER

Countrywide Principal Services Limited will act as a data controller in respect of the details you provide. Our full address is **Countrywide Principal Services Ltd**, Countrywide House, 6 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, MK7 8JT. ICO Registration Number Z7216720