

PRIVACY POLICY

Hillview Park Estates Ltd

Melbury House
34 Southborough Road
Bickley
BR1 2EB

Last updated: August 2026

1. Introduction

Hillview Park Estates Ltd (“Hillview”, “we”, “us” or “our”) is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, make an enquiry, use our estate agency, lettings or property management services, or otherwise interact with us.

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018.

Hillview Park Estates Ltd is a data controller in respect of personal information for which we determine the purposes and means of processing.

2. Who We Are

Hillview Park Estates Ltd

Registered Company Number: **06669825**

Registered Office: **Melbury House, 34 Southborough Road, Bickley, BR1 2EB**

We are registered with the Information Commissioner’s Office (“ICO”).

ICO Registration Number: ZA778387

For questions about this Privacy Policy or the way in which we use your personal information, please contact:

Email: management@hillviewparkestates.com

Telephone: 020 8106 1185

3. The Information We May Collect

The personal information we collect will depend upon your relationship with us and the services you use.

This may include:

- your name, address and contact details, including telephone number and email address;
- date of birth and identification information;
- current and previous addresses;
- details relating to a property you own, occupy, wish to rent, let, buy or sell;
- information about your property requirements and preferences;
- tenancy, rental, deposit and property management information;
- employment, income and affordability information;
- bank or payment information where required for the provision of our services;
- information provided by landlords, vendors, buyers, tenants, prospective tenants, guarantors and other parties involved in a property transaction;
- identity verification, Right to Rent and anti-money laundering information where applicable;
- correspondence and records of communications with us;
- information supplied when you submit an enquiry through our website or a property portal;
- information supplied to us by property portals, referencing providers, contractors and other service providers where appropriate; and
- technical information generated through use of our website, where applicable.

We will only collect and process information that is reasonably necessary for the relevant purpose.

4. How We Collect Personal Information

We may obtain personal information:

- directly from you;
- through our website, telephone, email or other communications;
- when you register an interest in a property;
- when you instruct us to let, manage or sell a property;
- when you apply to rent or purchase a property;
- from landlords, vendors, tenants, buyers, guarantors or other parties to a transaction;
- from property portals through which you make an enquiry, including Rightmove and other property advertising platforms;
- from referencing, identity verification, anti-money laundering and Right to Rent service providers;
- from publicly available sources and official registers where appropriate;

- from our professional advisers and service providers; and
- through our property management and customer relationship management systems.

5. How We Use Your Information

We may use your personal information to:

- respond to enquiries and provide information about properties and services;
- arrange and administer property viewings;
- match prospective tenants and buyers with suitable properties;
- market properties for sale or rent;
- provide estate agency, lettings and property management services;
- administer tenancies and property transactions;
- communicate with landlords, vendors, buyers, tenants, applicants and guarantors;
- carry out referencing, affordability and due diligence checks;
- carry out identity verification, anti-money laundering and sanctions checks where required;
- carry out Right to Rent checks where applicable;
- administer deposits, rents, payments and other monies associated with our services;
- arrange repairs, maintenance, inspections and property compliance;
- communicate with contractors and other service providers where necessary;
- comply with our legal, regulatory and professional obligations;
- prevent and detect fraud, money laundering and other unlawful activity;
- maintain appropriate business and transaction records;
- establish, exercise or defend legal claims;
- improve and administer our services; and
- send marketing communications where we are legally permitted to do so.

6. Our Lawful Bases for Processing

Under UK data protection law, we must have a lawful basis for processing personal information.

Depending on the circumstances, we may process your information because:

Contract – processing is necessary to enter into or perform a contract with you.

Legal obligation – processing is necessary for us to comply with a legal or regulatory obligation.

Legitimate interests – processing is necessary for our legitimate business interests or those of a third party, provided those interests are not overridden by your rights and interests. This may include operating our estate agency, lettings and management business, responding to enquiries, managing properties, preventing fraud and maintaining business records.

Consent – where the law requires your consent for a particular type of processing, we will ask for it. Where processing is based upon consent, you may withdraw that consent at any time.

Other lawful bases may apply where permitted or required by law.

7. Property Portal Enquiries

Hillview advertises properties through its own website and may also advertise through third-party property portals, including Rightmove and other property advertising platforms.

If you enquire about one of our properties through a property portal, information you provide to that portal may be passed to us so that we can respond to your enquiry and provide relevant estate agency or lettings services.

Once that information is received by Hillview, we are responsible for processing our copy of that information in accordance with applicable data protection law and this Privacy Policy.

Third-party property portals operate under their own privacy policies, and we recommend reviewing those policies when using their services.

8. Sharing Your Personal Information

We will only share personal information where there is a legitimate reason for doing so.

Depending upon the circumstances, information may be shared with:

- landlords and vendors;
- tenants, prospective tenants, buyers and prospective buyers where appropriate;
- guarantors;
- referencing and affordability-check providers;
- identity verification and anti-money laundering service providers;
- Right to Rent verification services where applicable;
- tenancy deposit protection schemes;
- property portals and advertising platforms;
- our CRM, property management and other technology service providers;
- inventory clerks and property inspectors;
- maintenance contractors and tradespeople;

- utility providers and local authorities;
- insurers and rent protection providers;
- solicitors, accountants and other professional advisers;
- freeholders, managing agents and facilities managers where relevant;
- courts, tribunals, regulators, law enforcement agencies and other public authorities where required or permitted by law; and
- other organisations where necessary to provide our services or comply with our legal obligations.

We do not sell personal information to third parties.

Where we use organisations to process information on our behalf, we expect appropriate contractual, confidentiality and data-security safeguards to be in place.

9. Anti-Money Laundering and Fraud Prevention

Where applicable to the services we provide, we are required to undertake identity verification, customer due diligence and anti-money laundering checks.

This may involve obtaining identification documents and information about individuals, companies, beneficial owners and the nature of a transaction, and checking information against appropriate databases or official records.

Where required or permitted by law, information may be disclosed to relevant authorities for the prevention or detection of crime, fraud or money laundering.

We may be legally prevented from informing you about certain disclosures.

10. Keeping Your Information Secure

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

Access to personal information is restricted to staff, contractors and service providers who require it for legitimate business purposes and who are subject to appropriate confidentiality and security requirements.

11. International Transfers

Some of the systems and service providers used in operating our business may process or store information outside the United Kingdom.

Where personal information is transferred internationally, we will take reasonable steps to ensure that appropriate safeguards required by UK data protection law are in place.

12. How Long We Keep Personal Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected and to comply with our legal, regulatory, accounting and professional obligations.

Different categories of information may therefore be retained for different periods.

When information is no longer required, we will take appropriate steps to delete, destroy or anonymise it.

13. Your Data Protection Rights

Depending upon the circumstances, you may have the right to:

- request access to personal information we hold about you;
- request correction of inaccurate or incomplete information;
- request deletion of your personal information in certain circumstances;
- request restriction of processing;
- object to certain processing;
- object to direct marketing;
- request transfer of certain information to you or another organisation;
- withdraw consent where we rely upon consent as our lawful basis; and
- raise a complaint about the way your information has been handled.

These rights are subject to certain legal conditions and exemptions.

To exercise your rights, please contact us at:

management@hillviewparkestates.com

We may need to verify your identity before responding to a request.

14. Marketing Communications

Where permitted by law, we may contact you with information about properties or services that we believe may be relevant to you.

You may ask us to stop sending marketing communications at any time by using any unsubscribe facility provided or by contacting us at

management@hillviewparkestates.com.

Opting out of marketing will not prevent us from sending communications that are necessary for an existing tenancy, property transaction, management instruction or other service relationship.

15. Cookies and Website Technology

Our website may use cookies and similar technologies to enable the website to function, understand how visitors use it and improve the user experience.

Where required by law, non-essential cookies will only be used with your consent.

Further information about cookies used by the website should be made available through the website's cookie notice or cookie settings.

16. Links to Other Websites

Our website may contain links to third-party websites.

Hillview is not responsible for the privacy practices or content of third-party websites. We recommend reviewing the privacy information provided by those organisations before submitting personal information to them.

17. Complaints

If you have concerns about how we have handled your personal information, please contact us first so that we have an opportunity to investigate and resolve the matter.

You also have the right to complain to the Information Commissioner's Office.

Information Commissioner's Office (ICO)

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Further information is available from the ICO's website.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, systems, legal obligations or data protection requirements.

The current version will be published on our website and the date at the top of this policy will show when it was last updated.

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