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## **PRIVACY POLICY (WEB SITES)**

**Information supplied pursuant to:**

**Data Protection Act 1988**

**The Privacy and Electronic Communications (EC Directive) Regulations 2003**

**The Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011**

**VERSION: LSHG13PPPGUK01**



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### **OUR PRIVACY POLICY**

Our privacy policy sets out how we will treat the personal information of visitors to any of our websites. By using any of our websites you agree to our privacy policy. We may update our privacy policy from time to time by posting a new version on our websites.

### **THE DATA CONTROLLER**

#### **Who is the data controller**

Place Group UK is the data controller in respect of all the personal data collected on and/or in relation to any of our websites.

Place Group UK is an ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 Certified Business.

Our data protection registration number is Z470812X.

This registration covers the following trading names and associated websites:

Place Group  
Place4Students  
Place Homes  
Place Homes Lincoln  
Place In Lincoln  
Book A Place

The London Student Group  
London Student Housing Group  
London Student Landlords  
London Student Rentals  
Lincoln Student Housing

Camden Student Housing  
Kings Cross Student Housing  
The Ministry of Student Housing  
Nice Student Houses

Hanover Group  
Hanover Project Management  
Hanover Cleaning and Maintenance

Refer to our [internet statutory information](#) for further details.

When you submit a request for more information about a property and/or you submit a request to view a property (including requests submitted through our automated booking systems) we may transfer your personal data to one of our approved landlords (for the purpose of administering the request and administering any viewing) who will become a data controller in respect of that data, albeit for an exempt purpose. We will also continue to be a data controller in respect of that data.

### **Contacting the data controller**

If you have any questions about this privacy policy or our treatment of your personal information, please contact us:

By email      [hanoversquare@placegroupuk.co.uk](mailto:hanoversquare@placegroupuk.co.uk)  
By fax         020 3137 1166  
By post        Place Group UK 17 Hanover Square London W1S 1HU  
By phone      020 3137 6677

### **YOUR PERSONAL DATA**

#### **What personal information do we collect**

We may collect, store and use the following kinds of personal information from existing, previous and prospective tenants and guarantors:

- 1      Information about your computer and about your visits to and use of any of our websites (including your IP address, geographical location, browser type and version, operating system type and version, referral source, length of visit, page views and website navigation paths);
- 2      Information relating to any transactions carried out between you and us on and/or in relation to any of our websites;
- 3      Information that you provide to us for the purpose of registering your details with us and/or for the purpose of subscribing to email notifications and/or sms text alerts;
- 4      Information that you provide to us for the purpose of using services available from us through any of our websites (and/or other services available from us) including (but

not limited to) our automated booking systems and our automated payment processing systems;

- 5 Information that you provide to us to enable us to process a request for more information about a property, a request to view a property (including requests submitted through our automated booking systems), an application to rent a property and/or the actual renting of a property from us;
- 6 Any other information that you choose to provide to us.

You may provide any of the personal information referred to in 2-6 above by email (and/or by telephone and/or by sms text alert) (or through our automated booking systems) and/or through commercial websites to which we subscribe such as (but not limited to) Accommodation For Students, Student Pad, Right Move and Prime Location, as well as directly through any of our own web sites.

Before providing personal information to us about another person or persons, such as (but not limited to) where a lead tenant provides details about all the members of a group, you must obtain the other person(s) consent to their personal information being disclosed. You must also obtain the other person(s) consent to their personal information being processed in accordance this privacy policy.

Your personal information may also be collected to the extent specified in our [terms of business](#) and/or our data protection act compliance statement for [tenants](#) and/or our data protection act compliance statement for [guarantors](#). The personal information specified includes (but is not limited to) personal details, employment details and financial details.

### **How we use your personal information**

Your personal information will be used for the purposes specified in this privacy policy and/or in relevant parts of our websites.

We may use your personal information to:

- 1 Administer our websites;
- 2 Improve your browsing experience by personalising our websites;
- 3 Enable your use of the service(s) available on our websites;
- 4 Supply to you the service(s) arranged via our websites;
- 5 Send you email notifications and/or sms text alerts in connection with a request for more information about a property, a request to view a property (including requests submitted through our automated booking systems), an application to rent a property and/or the actual renting of a property from us;
- 6 Send you marketing communications by email and/or sms text alerts relating to properties available to rent from us and/or properties available to rent from our approved landlords;
- 7 Send you general (non-marketing) commercial communications;
- 8 Send you statements and invoices, and collect payments from you;
- 9 Deal with enquiries and complaints made by or about you relating to our websites;

- 10 Provide to third parties statistical information about our users (this information will not be used to identify any individual user).

We use WorldPay and Acceptacard to process cards payments. We will share personal information with WorldPay and Acceptacard only to the extent necessary for the purposes of processing any payments you make and dealing with charge-backs, refunds, complaints and queries relating to such payments.

Your personal information may also be used for any of the purposes specified in our [terms of business](#) and/or our data protection act compliance statement for [tenants](#) and/or our data protection act compliance statement for [guarantors](#). The purposes specified include (but are not limited to) the management and administration of residential property, deciding whether to accept any person as a tenant or guarantor, and keeping records of transactions.

### **Disclosing your personal information**

Your personal information may be disclosed to any of our employees, officers, agents, suppliers or subcontractors insofar as is reasonably necessary for the purposes as set out in this privacy policy.

Your personal information may also be disclosed to the extent specified in our [terms of business](#) and/or our data protection act compliance statement for [tenants](#) and/or our data protection act compliance statement for [guarantors](#). Please note that although we reserve the right to do so in our terms, we no longer routinely externally credit score tenants or guarantors.

### **International transfer of your personal information**

Personal information which we collect may be stored and/or processed in and/or transferred between any of the countries in which we (and/or our suppliers and/or our subcontractors) operate in order to enable us to use the personal information in accordance with this privacy policy. Personal information which you provide may be transferred to countries (including but not limited to the Unites States) which may not have data protection laws equivalent to those in force in the European Economic Area. You expressly agree to such transfers of personal information.

### **Security of your personal information**

We cannot guarantee the security of data sent over the internet however we will take reasonable precautions to prevent the loss, misuse and/or alteration of your personal information and we will store all the personal information you provide to us on secure servers.

Electronic transactions carried out between you and us on and/or in relation to any of our websites will be encrypted using SSL technology. Our compliance with the payment card industry data security security standards (PCI DSS) is independently audited and verified on a monthly basis by TrustWave PLC and Streamline/ Worldpay. We are a TrustWave

accredited “Trusted Commerce Business” and have separate “Verified Creditworthy” status from CheckRate, part of Freestart plc.

### **Emails we may send you**

When you submit your contact details to us requesting more information about a property, and/or requesting to view a property (including requests submitted through our automated booking systems) we will contact you by email (and/or by telephone and/or by sms text alert) for the purpose of processing your request(s). We may also contact you with updates about other properties which are available and/or about our housing viewing days.

The exact way in which we contact you will depend on the contact details you submit and the most appropriate way of processing your request(s), but by submitting your contact details and requesting the information and/or the viewing referred to above, you will be expressly consenting in advance for us to contact you by email (and/or by telephone and/or by sms text alert).

**You can ask at any time for your contact details not to be used as set out above by contacting us by email or by using the unsubscribe link below:**

### **[CLICK TO UNSUBSCRIBE](#)**

Asking for your contact details not to be used as set out above will not preclude us from using your contact details for non marketing commercial communication if there is a continuing commercial relationship between us (for example if you rent a house from us).

Refer to our separate [anti-spam policy](#) for more information on our zero-tolerance approach to spam.

### **Third Party Websites**

Our websites contains links to other websites. We are not responsible for the privacy policies or practices of third party websites, including those belonging to our approved landlords.

### **COOKIES AND YOUR PRIVACY**

Our websites use cookies. By using any of our websites you consent to our use of cookies as set out in our privacy policy.

### **What are cookies**

Cookies are small files containing unique identifiers that are sent by web servers to web browsers and which may then be sent back to the web server each time the web browser requests a page from the web server. Cookies can be used by web servers to identity and track users as they navigate different pages on a website and to identify users returning to a website.

Cookies may be either persistent cookies or session cookies. A persistent cookie consists of a text file sent by a web server to a web browser which will be stored by the web browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date). A session cookie will simply expire at the end of the user session when the web browser is closed.

### **Our cookies**

We use both session cookies and persistent cookies on our websites.

**Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked by us to the information stored in and obtained from cookies.**

We may use the information we obtain from our cookies for any of the following purposes:

- 1 To recognise your computer when you visit our websites;
- 2 To track you as you navigate our websites;
- 3 To enable the use of the some of the features on our websites;
- 4 To improve the usability of our websites;
- 5 To analyse the use of our websites;
- 6 To administer our websites;
- 7 To prevent fraud and improve the security of our websites;
- 8 To personalise our websites for you.

### **Third party cookies**

When you use our websites, you may also be sent third party cookies. We presently use Google Analytics to analyse the use of our websites. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our websites is used to create reports about the use of the websites. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>

### **Blocking and deleting cookies**

Most browsers allow you to refuse to accept (block) cookies. Blocking cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use some of the features of our websites.

You can also delete cookies already stored on your computer. Deleting cookies will have a negative impact upon the usability of many websites. If you delete cookies, you will not be able to use some of the features of our websites.

### **More Information about cookies**

Refer to our separate [cookie policy](#) for more information which has been supplied by our website operators.

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