



---

---

## 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

General Data Protection Regulation 2018

VERSION: LSHG13PPPGUK02



---

---

### 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.

---

---

### KEY FACTS ABOUT HOW WE USE YOUR AND SHARE YOUR INFORMATION:

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) and/or you complete a registration form [Lincoln office] or a Student Information Form [London office], we may transfer your personal data to one of our approved landlords and/or approved agents and/or a subsidiary company and/or any other company within our group (for the purpose of administering the request and/or administering any viewing and/or for marketing purposes) who will become a data controller in respect of that data. We will also continue to be a data controller in respect of that data.

**By providing your email address and/or telephone number (and any other information) you are expressly consenting in advance (by expressly opting in) to receive email notifications and/ or sms text alerts and/or telephone calls based on this information for the purposes set out above and in this privacy policy and from the organisations and/or types of organisations set out above and in this privacy policy.**

You can ask at any time after subscribing for your contact details no longer to be used as set out above and in this privacy policy by contacting us by email or by using the unsubscribe link in this document. Unsubscribing in this way may mean we are unable to provide you with the service.

---

---

### THE DATA CONTROLLER

#### Who is the data controller



**BHG Marketing Limited (ZA297616) [Company Number: 10751204] ("BHG Marketing")** is the primary data controller and processor in respect of all the personal data collected for and/or on behalf of (and/or in relation to activities undertaken by) the following companies which may also become separate data controllers in respect of the data referred to:

Bond Housing Group (Lincoln) Limited [Company Number: 10132214] ("Lincoln Ltd" )  
Bond Housing Group (The Lincoln Student Group) Limited [Company Number: 10754590] ("The Lincoln Student Group")  
Bond Housing Group (Smart Place) Limited [Company Number: 09944863] ("Smart Place")  
Lincoln Student Housing Limited [Company Number: 10758158] ("Lincoln Student Housing")  
Lets Eat Limited [Company Number: 11072899] ("Lets Eat")  
Bond Housing Group (ABC Co-Living) Limited [Company Number: 10186932] ("ABC Co Living")

The registered office for all companies is Sparkhouse Ropewalk Lincoln LN6 7DQ. BHG Marketing along with Lincoln Student Group, Smart Place, Lincoln Student Housing and Lets Eat (but not ABC Co-Living) are all subsidiary companies of Lincoln Ltd. Lincoln Ltd is not liable in tort or contract for the obligations of any of its subsidiary companies.



**Place Group UK (Z470812X):** Place Group UK (along with Mr R Hunter) is the primary data controller and processor in respect of all the personal data collected for and/or on behalf of (and/or in relation to activities undertaken by) any of 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 Camden Student Housing Kings Cross Student Housing The Ministry of Student Housing Nice Student Houses	Hanover Group Hanover Project Management Hanover Cleaning and Maintenance
---	---	---

Click on the link for Place Group UK's internet statutory information: [Place Group UK](#)

### **Contacting the data controller**

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

#### **BHG Marketing:**

By email [bondco@placegroupuk.co.uk](mailto:bondco@placegroupuk.co.uk)

By post Bond Housing Group Sparkhouse Ropewalk Lincoln LN6 7DQ

By phone 01522 246 724

#### **Place Group UK:**

By email [hanoversquare@placegroupuk.co.uk](mailto:hanoversquare@placegroupuk.co.uk)

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 (or through our automated booking systems) and/or by completing a registration form [Lincoln office] or a Student Information Form [London office] (or and/or through commercial websites to which we subscribe such as (but not limited to) Spare Room, Right Move, Zoopla, Accommodation For Students, Student Pad, 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.**

**For Place Group UK:** Your personal information may **also be collected** to the extent specified in Place Group UK's [terms of business](#) and/or Place Group UK's data protection act compliance statement for [tenants](#) and/or Place Group UK's 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 (including those purposes stated in the **Key Facts About How we Use and Share Your Information**) 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 (and/or telephone you) 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 (and/or telephone you) relating to properties available to rent from us and/or properties available to rent from our approved landlords and/or approved agents;
- 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 (PayTrader) to process cards payments. We will **share** personal information with WorldPay and Acceptacard (PayTrader) 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.

**For Place Group UK:** Your personal information may **also be used** for any of the purposes specified in Place Group UK's [terms of business](#) and/or Place Group UK's data protection act compliance statement for [tenants](#) and/or Place Group UK's 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 (and/or our approved landlords and/or approved agents and/or a subsidiary company and/or any other company within our group) insofar as is reasonably necessary for the purposes as set out in this privacy policy.

**For Place Group UK:** Your personal information may **also** be **disclosed** to the extent specified in Place Group UK's [terms of business](#) and/or Place Group UK's data protection act compliance statement for [tenants](#) and/or Place Group UK's data protection act compliance statement for [guarantors](#). Please note that although we reserve the right to do so in our terms, Place Group UK 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 United 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 standards (PCI DSS) is independently audited and verified 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.

### **Contact with 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) and/or you complete a registration form [Lincoln office] or a Student Information Form [London office], we (and/or one of our approved landlords and/or approved agents and/or a subsidiary company and/or any other company within our group) will contact you by email (and/or by telephone and/or by sms text alert) for the purpose of processing your request(s). We (and/or one of our approved landlords and/or approved agents and/or a subsidiary company and/or any other company within our group) may also contact you with updates about other properties which are available and/or about our housing viewing days and/or for other marketing purposes.

**The exact way in which you are contacted will depend on the contact details you submit and the most appropriate way of processing your request(s), but by providing your email address and/or telephone number (and any other information) and requesting the information and/or the viewing referred to above, you are expressly consenting in advance to receive email notifications and/ or sms text alerts and/or telephone calls based on this information for the purposes set out above and in this privacy policy and from the organisations and/or types of organisations set out above and in this privacy policy.**

**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 and/or approved agents.

### **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.

---

---

© Place Group / Bond Housing Group