



## **McDonald Property Rentals Privacy Notice**

McDonald Property Rentals is a letting agency. This privacy notice tells you what to expect when McDonald Property Rentals collects your personal information.

This privacy notice will tell you:

- What information we process and why
- Who we might share your information with
- The lawful basis for processing your information
- How long we will retain your information
- How we keep your personal information safe
- What your rights are

### **What information does McDonald Property Rentals process**

We begin the process of collecting information about you, and if appropriate, your family, when you apply to us either directly or through one of our property advertising portal partners. Although the information we collect may vary, typically it may include:

- Contact information, such as name, address, email address and telephone number
- Your age, gender, marital status, previous names, date of birth and national identifiers (such as National Insurance number or passport number)
- Information about your employment
- Your housing status and where you want to live
- Financial details, including credit history, bank details, income and financial circumstances
- Next of kin details
- Information in relation to any criminal convictions
- Information on housing need for you and others who live in your household
- Information on adaptations, applications, transfer requests, etc.
- Images and footage if you are in the field of vision of any of our CCTV systems

McDonald Property Rentals also collects special category information, including:

- Ethnic origin
- Disability or other health information
- Religion

We understand that you may not feel comfortable providing some of this information and consider it private. We ask some of these questions to make sure that we do not discriminate against any of our customers and because we recognise that a person's age, disability, ethnic origin, religion, sexual orientation or medical condition may affect their choice of home, the area they want to live, and the services they need.



Understanding the diversity of our customers is very important to help us work towards providing homes and services that meet everyone's needs.

***If you feel uncomfortable providing this information, you can say no.***

## **Why we need your personal information**

We collect this information for a number of reasons, including:

- Manage leases and tenancies
- Help you in finding a suitable home to rent
- To support you in maintaining your tenancy
- Provide a repairs and maintenance service
- Resolve ASB disputes
- Investigate complaints
- Meet our management obligations
- Engage with customers to get feedback on our services
- Process requests from third parties, for example, Council Tax
- Monitoring diversity and equality which helps to tailor services
- Prevention and detection of crime
- Regulatory purposes
- Law requirements

## **Sharing your information**

We will share your personal information to manage your tenancy and offer appropriate support, which may include:

- People you have authorised to act on your behalf
- The lead tenant if you are not the main tenant but living in the household
- Third party contractors who carry out repairs and maintenance to your home
- Your Local Authority
- Your previous landlord
- Any support agency you are involved with
- Your Councillor, Member of Parliament or Housing Ombudsman Service where they are representing you and your interests
- Utilities companies
- Experian (credit checker)
- Debt recovery agencies
- Health Service Providers, including The National Health Service (NHS)
- Our solicitors to provide advice in relation to your tenancy
- Our insurance providers
- Third party IT providers that enable to us to provide services to you
- Independent research companies to carry out customer satisfaction survey's

We won't share your personal information with anyone who claims to represent you unless we are satisfied that you have appointed them, or they act in some recognised official capacity.

**In some cases, we may have a duty to disclose your information to:**



- Department of Works and Pensions
- Fire Services, Health Authorities or medical staff
- The Police and other law-enforcement agencies to perform their duties for the purpose of crime prevention or detection

## **How we keep your information safe**

We apply appropriate security measures to ensure your personal information is secure.

When we need to share your information with contractors or third parties, we have data sharing agreements with them that sets out their responsibilities.

To help ensure confidentiality of your information we will ask you (and any of your representatives) security questions to confirm your identity. We will not discuss your personal information with anyone other than you, unless you have given prior consent by completing an Authorisation form.

Authorisation forms are reviewed every two years to ensure they are valid.

## **How long do we keep your personal information**

We retain information for different timescales based on the following criteria:

- How long you have been a customer and when your tenancy ends
- If there is a time period set by law
- Any recommended time periods set by our regulators

If you would like further information about how long we keep certain types of information, please contact [dataprotection@regenda.org.uk](mailto:dataprotection@regenda.org.uk)

## **Lawful basis for processing your information**

McDonald Property Rentals will use one or more of the following reasons to lawfully process your information:

- **Contract:** It is necessary for assessing your tenancy application or operating your tenancy agreement
- **Consent:** You have given your explicit consent
- **Legitimate Interest:** It is in the legitimate interest of McDonald Property Rentals or a third party
- **Legal Requirement:** It is required by law

## **Legitimate Interest**

Legitimate interest is one of the legal reasons we may process your information. Taking into account your interests, rights and freedoms, we have carried out Legitimate Interest Assessments which allow us to:

- Communicate with you to keep you updated on our services
- Retain and process next of kin and emergency contact details



- Carry out customer surveys with a third party to help us improve services to you.
- Trace former tenants regarding arrears.
- Supply your details to utility companies when you move in and out of your home to ensure correct payment of utility bills.
- Operate CCTV in and around some of properties and offices.

## Consent

We may use your personal information to send you marketing information by post, phone, through social media, email and text message.

We can only use your personal information to send you marketing material if we have your permission or we have a legitimate interest as described above.

If you do not want to receive marketing from us, please contact [dataprotection@regenda.org.uk](mailto:dataprotection@regenda.org.uk) to update your contact preference.

With your consent we may also use your images and video footage (including interviews) to promote McDonald Property Rentals services.

Images and footage may be published on any of the following channels:

- press and media (including newspapers, magazines, websites)
- on our websites (including Redwing and Regenda)
- on our social media feeds including LinkedIn, Twitter, Facebook and other corporate social media accounts in the future
- in our printed publications such as newsletters, brochures, flyers and display materials
- in our electronic newsletters
- Media releases

The images/footage will often be accompanied by the details of your story, however, we will not use personal details or full name of any individual in an article.

If you no longer wish for your image or personal information to be used, please contact [dataprotection@regenda.org.uk](mailto:dataprotection@regenda.org.uk) and ask us to remove them from the archive. **Please note that we will be unable to remove any images or content in printed materials or video footage if it has already been produced or remove images and quotes that have already been published by the media.**

## People who contact us via social media

We use a third-party provider, Hootsuite to manage our social media interactions. If you send us a private or direct message via social media, the message will not be shared with any other organisation.

Social media messages are retained for 3 months.



## Visitors to our websites

McDonald Property Rentals uses a third-party service to help maintain the security and performance of the McDonald Property Rentals website. To deliver this service it processes the IP addresses of visitors to the McDonald Property Rentals website. This information is not used for identifying purposes, except for investigation if an intrusion occurs.

The McDonald Property Rentals website uses cookies. Cookies are small text files placed on your computer by the websites you visit. They are used to help make websites work efficiently. You can control cookies through the settings of your web browser. To find out more, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

## Your Data Protection Rights

You have the following data protection rights:

**Right of access:** If we hold personal information about you, you have the right to access and receive a copy.

You can make a request verbally or in writing, including via social media.

A third party (e.g., relative, friend or solicitor) may make a request on your behalf, however, we require written authority from yourself stating that you give the third-party permission to make this request on your behalf.

We have one month from the date we receive your request to provide you with the information.

**Right to rectification:** If you think that McDonald Property Rentals is holding incorrect personal information about you, you have the right to have this personal information corrected.

**Right to erasure:** the right to have certain information about you erased.

**Right to restrict processing:** the right to request the limited use or restriction of your personal information in certain circumstances.

**Right to object:** the right to object to the processing of your personal information where we are processing for our or a third parties' legitimate interest, or we use your information for direct marketing.

**Right to data portability:** the right to have your personal data transferred to another data controller. For example, if you move home, McDonald Property Rentals will transfer your data to another landlord.

## Complaints or Queries

McDonald Property Rentals aims to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive very seriously. We encourage people to bring it to our attention if they



think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of McDonald Property Rentals collection and use of personal information. However, we are happy to provide any additional information or explanation. Any requests for this should be sent to the address below.

If you have a query or want to make a complaint about the way we have processed your personal information, you can contact us at:

Data Protection  
The Regenda Group  
The Foundry  
42 Henry Street  
Liverpool  
L1 5AY

Email: [dataprotection@regenda.org.uk](mailto:dataprotection@regenda.org.uk)  
Call us on: 0151 703 3000

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can make a complaint to the Information Commissioner's Office (ICO).

**To find out how to contact the ICO, visit their website: <https://ico.org.uk/>**

### **Changes to this privacy notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 23 July 2021.