

This Privacy Notice explains how Scarlett Dyer Ltd (“we”, “us”, or “our”) collects, uses, and protects personal data. It demonstrates our commitment to complying with current data protection regulations and reflects the steps we have taken to review and improve our practices.

We believe that personal data should always be treated with respect and confidentiality. However, in the course of conducting our business, it is necessary for us to collect and process certain personal information. We recognise our responsibilities under data protection law, where tenants and landlords are considered data subjects, and our office staff act as data controllers. Except as outlined in this notice, we do not share or disclose personally identifiable information to third parties.

1. Basic Identification and Contact Information

We collect basic personal details such as your name, address, and contact information. This information is used to provide the services you request and to verify your identity for security purposes

2. Email Address and Domain Information

Your email address and domain name are stored within our email systems to facilitate effective communication. We will not, under any circumstances, disclose your email address to anyone who is not an employee or authorised contractor of Scarlett Dyer Ltd.

3. Storage and Use of Personal and Business Information

We retain personal information as part of our business records for a minimum of six years, in accordance with tax and legal requirements.

Your data may be stored:

- On our secure computer systems and database
- Within our property management software, Rentman
- On office mobile devices (e.g. contact numbers)

All devices are password protected. Our systems are housed in secure facilities with restricted physical access, and we use firewalls and other security measures to prevent unauthorised electronic access. When personal data is shared via email, files are password protected to ensure only the intended recipient can access them.

4. Reviewing or Updating Your Information

You have the right to review or update the personal information we hold about you at any time. To do so, please contact us at: sm@scarlettdyer.co.uk To protect your privacy, we will take reasonable steps to verify your identity before granting access or making any changes.

5. Removal of Your Information

If you would like us to remove your personal data from our systems, please contact us at: sm@scarlettdyer.co.uk. We will take reasonable steps to verify your identity before processing your request. Tenant and landlord personal data will be deleted within 12 months after the end of a tenancy. However, records relating to lease management and tenancy agreements will be retained where required.

Policy Review - This policy is reviewed annually on 1st June to ensure ongoing compliance with data protection requirements.