



La Casa Privacy Statement

Who We Are

La Casa has been successfully selling, letting and managing properties for over 12 years. Our wealth of expertise enables us to guide our clients competently with realistic costs to a swift and successful conclusion. Whether, you are a Vendor or a single or multi-property Landlord – La Casa is the right choice.

We have established links with selected Solicitors and Mortgage Brokers. For your peace of mind we are also accredited members of National Association of Estate Agents (NAEA) and the Association of Letting Agents (ARLA).

Services We Provide

Letting Service www.lacasauk.co.uk/landlord-services

Rent Collection & Full Management www.lacasauk.co.uk/management-service

High Street Branch Sale www.lacasauk.co.uk/sales-services

Online Sales www.lacasauk.co.uk/online-sales

How Your Personal Data Will Be Used

We hold and process personal data about you in order to create a profile for you with the information needed to provide you with our products or services. The personal information we collect from the above other sources listed above will be used in the format that it is received, or, where appropriate, will be combined with personal information we obtain from other internal or external sources. We use and analyse this personal information where necessary for the following purposes detailed below:

- Improving Our Products And Services:** we will use your personal information to build a profile on you in order to understand how you use our products and services, to develop more interesting and relevant products and services, to improve our website, as well as to personalise the products and services we offer you. We process your personal information in this way as it is necessary for the purposes of our legitimate interests in providing better products and services for you and our other customers.
- Preventing Fraud:** we will also use your personal information to assess your creditworthiness and to prevent fraud. For this purpose, we may need to share your personal information with our credit rating providers (see "how we share your personal information" below). This is necessary for the purposes of our legitimate interests in ensuring we are not the victim of fraud and to protect our legal rights set out in the Terms and Conditions.

- Marketing:** when you sign up to receive La Casa newsletters, provide feedback on our service online or use our website, we will use your personal information to create a profile based on the information we hold about you. This is necessary for the purposes of our legitimate interests in ensuring we have accurate information about you in one place. We create your profile in accordance with your preferences in order to provide you with the best personalised experience, to send you personalised marketing messages and newsletters and for opinion research purposes. Below you can find a more detailed description of the ways in which we will use your personal information for these purposes.

What Kind Of Information

The way you interact with our brand across all the different channels described above (e.g. the La Casa website, social media and marketing messages we send you) and the information we collect in that regard from each of these channels provides us valuable information about your interests and preferences. This insight gives us the opportunity to offer you the best La Casa experience possible. To learn about you and your interests, we analyse your interactions with our brand using various kinds of information, as set out above. In particular, we may combine the information we collect with information we lawfully obtain from third parties. This is necessary for the purposes of our legitimate interests in ensuring that we provide you the most appropriate offers for products and to personalise your experience. You can opt-out of us combining your personal information with the information lawfully collected from third parties through your account settings page or by contacting us using the contact details set out below. If you have given us your consent to send you marketing communications or if we are permitted by law to send such communications without obtaining your consent, we use the information that you have provided to us when interacting with us for sending you personalised marketing messages about La Casa products or services, events, Prize Giveaways and promotions. In some instances we will also aggregate your personal information with that of other individuals, to create comprehensive reports about how customers use our products and services, and experience our brand. This is necessary for the purposes of our legitimate interests in analysing our brand and determining how to improve our services.

What Kind Of Channels

We will send direct marketing communications to you via the channel you choose, such as email, phone, or social media. We ask for your consent, where required by applicable law, in order to use the contact details you have provided to us to send our personalised marketing communications.

What Kind Of Messages

The messages we will send you will be personalised and tailored to your individual preferences and interests. These direct marketing messages may contain information about our products and services, events, Prize Giveaways or promotions and La Casa news. We personalise these messages on the basis of that it is necessary for the purposes of our legitimate interests in ensuring that we provide the most appropriate information. We will, in certain circumstances, also use the channels for opinion research (such as to ask if you would like to participate in a survey) and to learn about your experience and improve your experience with La Casa, including by sending you personalised messages.

- Ads: we also work with non-La Casa companies who use tracking technologies to serve ads on our behalf across the Internet. These companies may collect personal information about your visits to our websites or apps and your interaction with our communications, including advertising. They will only collect this information to the extent you have consented to the placement of cookies for marketing purposes. Please click [here](#) for further information on cookies and instructions on how to change your cookie preferences.
4. **Enrichment of our data:** where we have obtained your personal information from various sources we will combine this information in certain circumstances in order to enrich our understanding of your requirements and preferences in relation to our La Casa products and services. For example, we may combine information you have provided us directly with information collected automatically, such as metadata or IP addresses or where we have collected anonymous browsing data through the use of cookies, we may later determine that this data relates to your browsing history and combine that data with the existing information we hold on you. We may also combine this information with other information (both personal information and anonymised) that we have lawfully obtained from third parties. We may use the information we hold to correlate your interactions with us via one device (such as a browser on a computer) with your interactions with us via another device (such as an app on a phone). Specifically, we may carry out any of these exercises to be able to send you more personalised marketing or to prepare more effective marketing campaigns. This is necessary for the purposes of our legitimate interests to ensure that we provide you the most appropriate offers for products and to personalise your experience. You can opt-out of us combining your personal information with the information lawfully collected from third parties through your account settings page or by contacting us using the contact details set out below.

Links To Other Websites And Services

Our websites may contain links to third party websites, and some of our services provide you with access to third party services (such as social networks).

We have no control over how third party websites and services process your personal information. We do not review third party websites and services, and we are not responsible for such third party

websites and services or their privacy practices. Please read the privacy statements of any third party websites or services that you access from our websites or services.

Your Rights In Relation To Your Personal Information

Fair play and transparency are important to us. We are open about the personal information we collect and have implemented mechanisms to enable you to exercise any rights you might have with respect to your personal information.

Withdrawing Consent

Where we have obtained your consent in relation to any matter in relation to your personal information (e.g. your consent to receiving direct marketing messages or your consent to the placement of cookies on your device), you can withdraw this consent at any time by contact us using the contact details set out below or changing your cookie settings.

Opting Out And Unsubscribing From Marketing Messages

All our marketing communications contain an easy way to opt out from receiving future messages, such as a link through which you can unsubscribe. You may also opt out for particular channels (for example email or SMS) as indicated in the message received in such channel or through your La Casa account settings.

If you would like to opt out of receiving La Casa marketing messages you may use the unsubscribe link contained in the messages you have received, or alternatively you could contact our:

Customer Service Department

Online at www.lacasauk.com

Data Protection Team

by E-mail at : admin@lacasauk.com

Note that if you choose to opt out of receiving marketing messages in the manner explained above, we will continue to process your personal information, in particular to allow us to understand your interests and preferences, but we will stop using your personal information to send you personalised or non-personalised marketing messages. If you would like us to stop such processing in part or in full, we have explained how to do this in the above paragraph.

Job Applicants, Current and Former La Casa Employees

La Casa is the data controller for the information you provide during the process unless otherwise stated. If you have any queries about the process or how we handle your information please contact us at admin@lacasauk.com

What Will We Do With The Information You Provide To Us?

All of the information you provide during the process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary.

We will not share any of the information you provide during the recruitment process with any third parties for marketing purposes or store any of your information outside of the European Economic

Area. The information you provide will be held securely by us and/or our data processors whether the information is in electronic or physical format.

We will use the contact details you provide to us to contact you to progress your application. We will use the other information you provide to assess your suitability for the role you have applied for.

What Information Do We Ask For, And Why?

We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary.

The information we ask for is used to assess your suitability for employment. You don't have to provide what we ask for but it might affect your application if you don't.

Application Stage

If you use our online application system, this will be collected by a data processor on our behalf (please see below).

We ask you for your personal details including name and contact details. We will also ask you about your previous experience, education, referees and for answers to questions relevant to the role you have applied for. Our recruitment team will have access to all of this information.

You will also be asked to provide equal opportunities information. This is not mandatory information – if you don't provide it, it will not affect your application. This information will not be made available to any staff outside of our recruitment team, including hiring managers, in a way which can identify you. Any information you do provide will be used only to produce and monitor equal opportunities statistics.

Shortlisting

Our hiring manager shortlists applications for interview. They will not be provided with your name or contact details or with your equal opportunities information if you have provided it.

Assessments

We might ask you to participate in assessment days; complete tests or occupational personality profile questionnaires; and/or to attend an interview – or a combination of these. Information will be generated by you and by us. For example, you might complete a written test or we might take interview notes. This information is held by the Manager.

If you are unsuccessful following assessment for the position you have applied for, we may ask if you would like your details to be retained in our talent pool for a period of six months. If you say yes, we would proactively contact you should any further suitable vacancies arise.

Conditional Offer

If we make a conditional offer of employment we will ask you for information so that we can carry out pre-employment checks. You must successfully complete pre-employment checks to progress to a final offer. We are required to confirm the identity of our staff, their right to work in the United Kingdom and seek assurance as to their trustworthiness, integrity and reliability.

You will therefore be required to provide:

- **Proof Of Your Identity** – you will be asked to attend our office with original documents, we will take copies.
- **Proof Of Your Qualifications** – you will be asked to attend our office with original documents, we will take copies.
- You will be asked to complete a **Criminal Records Declaration** to declare any unspent convictions.
- We will provide your email address to **La Casa Property Services** who will contact you to complete an application for a Basic Criminal Record check via the Disclosure and Barring Service, or Access NI, which will verify your declaration of unspent convictions.

- We will contact your **Referees**, using the details you provide in your application, directly to obtain references
- We will also ask you to complete a questionnaire about your health. This is to establish your **Fitness To Work**. This is done through a data processor (please see below).

If we make a final offer, we will also ask you for the following:

- **Bank Details** – to process salary payments
- **Emergency Contact Details** – so we know who to contact in case you have an emergency at work.

Changes to This Policy

La Casa has pledged to adhere to the fundamental principles of privacy and data protection. We therefore regularly review our online privacy statement in order to ensure that it is free of errors and clearly visible on websites, that it contains appropriate information about your rights and our processing activities, and that it is implemented and is compliant with applicable law. We may update this privacy statement from time to time to keep it up to date, to keep pace with new developments and opportunities relating to the Internet and to stay in line with applicable law. If we make significant changes to this privacy statement, we will inform you by posting a notification on our websites and/or mobile apps along with an updated version of the privacy statement

Contact Information

If you have any questions about our use of your personal information, how to exercise your rights or about our privacy statement you are welcome to contact us at:

Customer Services

Online at <http://www.lacasauk.co.uk>

Data Protection Team

by E-mail at : admin@lacasauk.com

If you prefer to contact us by regular mail, please send your request to the following address:
62 Springbank Road, London, United Kingdom, SE13 6SN

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to make a complaint to your local data protection authority using their website.

More Information

If you have any queries or you wish to speak to us about how your information will be used, then please contact us at **Tel: 0208 297 4877** Email: admin@lacasauk.com

In the event that you should have a complaint about how your data has been processed by us, we would like to hear from you so that we may put it right. However, you will always have the right to lodge a complaint with <http://www.naea.co.uk>

LAST UPDATED: 1st May 2018