

## Website Privacy Notice

This privacy notice sets out how St. Modwen Homes Limited uses and protects any personal information that you provide or which is collected during your visit to this website.

St. Modwen Homes is committed to ensuring that your privacy is protected. Any personal information given by you whilst using this website will only be used in accordance with this privacy notice.

St Modwen Homes decides what happens to any personal information that is collected when you use this website. This privacy notice explains how and what type of personal information will be collected, processed and used during and following your visits to this website. It also sets out why your information is collected and with whom it is shared and what rights you have over how we handle your information.

We may change this privacy notice from time to time by updating this page. You should check this page when you have been informed by us of changes that may affect how your information is collected and processed to ensure that you are happy with any changes. This privacy notice is effective from 25 May 2018.

### Data Controller

A data controller is the individual or legal person who controls and is responsible to keep and use personal data in paper or electronic files. St. Modwen Homes Limited is the data controller as defined by relevant data protection laws and regulations, and is a group company of St. Modwen Properties plc.

### Links to other websites

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

This notice is subject to any additional terms or other agreements you have entered into with St. Modwen and any applicable laws.

### What personal information we collect

When you visit this website our web server will automatically record details about your visit, including:

- Name, address and contact information including phone number and email address;
- Details of any enquiry you submit to us;
- IP address (an IP address is a number that is automatically assigned to your computer whenever you are surfing the Internet);
- Device you access the website from (tablet, mobile telephone or desktop computer);
- Type of browser software used;
- St. Modwen Homes website pages that you visit; and
- Date and duration of your visit to our website.

### What we do with the personal information we collect

We require this information to monitor and report on the effectiveness of the site and help us improve it, we also use it:

- To improve our products and services;
- For customer and user administration and marketing;
- For handling enquiries;
- Internal record keeping;
- To provide you with the information you have requested regarding a property/development;
- To conduct research, testing and analysis with regards to our business relations;
- To measure and analyse the effectiveness of our advertising to allow us to send more relevant advertising to you; and
- For such purposes as otherwise specified.

We will inform you where we require your consent to process your personal information. Otherwise, we will process your personal information to meet our legitimate business interests or where it is needed to comply with a legal obligation. In addition, we may also process your personal information prior to entering into a contractual agreement with you, or in order to perform an existing contractual arrangement.

### **Security of information**

We have implemented technical and organisational security measures to protect your personal information against unauthorised access, misuse, loss or destruction including:

- Implementing access controls to our information technology, such as firewalls, ID verification and logical segmentation and/ or physical separation of our systems and information;
- Never asking you for your passwords; and
- Advising you never to enter any unique identifiers such as account numbers or passwords into an email or after following a link from an email.

We will not disclose your personal information to parties who are not authorised to process them.

### **Use of Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help us analyse how visitors use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of this website, compiling reports on your website activity for pages visited, the duration and bounce rate, while providing other miscellaneous services relating to website activity and usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other information held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of information about you by Google in the manner and for the purposes set out above.

If you want to prevent your information from being used by Google Analytics, you may download the opt-out browser here: <https://tools.google.com/dlpage/gaoptout?hl=en>

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you complete a 'Register Your Interest' form on a development webpage, you will be asked to indicate if you want the information to be used for direct marketing purposes or not.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [sales@stmodwenhomes.co.uk](mailto:sales@stmodwenhomes.co.uk).

Whenever you receive an email from us you can change your mind at any time by clicking the unsubscribe link in the footer of the email. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties, which we think you may find interesting if you tell us that you wish this to happen.

### **Location where personal information will be processed**

Your personal information will be processed by St. Modwen in the United Kingdom subject to contractual restrictions regarding confidentiality and security in line with applicable information protection laws and regulations.

### **Rights in relation to use of personal information**

You have the right to:

- Access the personal information held about you and to learn the origin of the information, the purposes and ends of the processing, the details of the information controller(s), the information processor(s) and the parties who we share information with;
- Withdraw your consent at any time where your personal information is processed with your consent;
- Update and correct your personal information so that it is accurate;
- Request that your personal information is deleted from our records in certain circumstances;
- Restrict the processing of your personal information in certain circumstances;
- Request a copy of your information in a portable reusable format to enable the transfer of information sets between organisations;
- Be able to challenge any profiling and automated decision making, meaning you shall not be subject to decisions based solely on automated processing that significantly affects you; and
- File a complaint with us and/or the UK Information Commissioner's Office (ICO). You can find out more information about your rights by visiting the ICO website here <https://ico.org.uk/>.

If you would like to exercise your rights above, please send a request in writing to the St. Modwen Information Protection Officer (DPO) by email to [protectinginformation@stmodwen.co.uk](mailto:protectinginformation@stmodwen.co.uk)

### **Objecting to the processing of personal information**

You have the right to object to us processing your personal information, or tell us to stop processing it (including for purposes of direct marketing). Once you have informed us of this request, we shall no longer process your personal information unless permitted by applicable laws and regulations.

You may exercise this right in the same manner as for your other rights indicated above.

### **Retention of personal information**

We will not retain your personal information for longer than is necessary, we will establish this by considering guidance on best practice in the area that the personal information relates to and we will hold it only for the purposes for which it was obtained.

### **Requests and Queries**

St Modwen tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this 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.

If you want to make a complaint our use of your personal information you may submit a complaint to the Information Commissioners Office at:

**Information Commissioner's Office**  
**Wycliffe House**  
**Water Lane**  
**Wilmslow**  
**Cheshire**  
**SK9 5AF**

**How to contact us**

If you have any queries about how we use your personal information, you can contact the St. Modwen Information Protection Officer (DPO) by post or email at the details specified below:

**Group Information Protection Officer**

**Park Point  
17 High Street  
Longbridge  
Birmingham  
B31 2UQ**

**Email: [protectinginformation@stmodwen.co.uk](mailto:protectinginformation@stmodwen.co.uk)**