

Privacy Policy

This Policy applies as between you, the User of this Web Site and Pinebrook Estates Limited the owner and provider of this Web Site. This Policy applies to our use of any and all Data collected by us in relation to your use of the Web Site and any Services or Systems therein.

Data Collected

Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

Any information that you provide Pinebrook Estates Limited with will be stored securely and will only be used to deliver information to you based on your requirements.

Privacy Statement

Updated on 02 February 2018

By using Pinebrook Estates Limited websites and mobile applications or otherwise providing your personal information to Pinebrook Estates Limited, you agree to the collection, use and sharing of your information in accordance with this statement. Please read this Privacy Statement carefully and contact us if you have any questions.

Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

Should you have any queries in respect of this statement or our use of personal data, please contact Pinebrook Estates Ltd. Data Protection Officer – Risk and Compliance Department at dpo@pinebrookestates.co.uk

Information Pinebrook Estates Ltd. collects

We may collect information about you from a variety of sources. This includes information we collect directly from you; information we collect when you visit our sites, view our online content or use our mobile applications or other services; and information we collect about you from other sources.

Information we collect directly from you

We collect information directly from you when you choose to participate in our offers and programs, create an account on our websites or in our mobile applications, call or email us, or otherwise provide information directly to us.

The following are examples of information we may collect directly from you:

- Name
- Email address
- Postal address

- Username and password
- Telephone and/or fax number
- Date of birth
- Demographic information
- Payment information (such as a credit card) and bank account details
- Future communication preferences
- Telephone number and recordings when you call our customer service line

Information we collect when you visit our sites, view our online ads or promotions, or use our mobile applications or other services

We use cookies and other technologies to collect information when you visit our sites, view our online advertisements or promotions, or use our mobile applications or other services. The following are examples of information we may collect with these technologies:

- Information about your device browser and operating system
- IP address
- Web pages you view
- Links you click
- Calypso Properties Ltd emails you open

Information collected through Mobile Applications

When you download our mobile applications to your mobile device, we may also collect information that you provide. We also automatically collect information through our applications.

The following are examples of the types of information we may automatically collect through our applications:

- Marketing ID or similar identifier
- Information about your devices' operating system
- Information about the way you use the application

Your Choices about information collection through Mobile Applications

You can opt out of continued information collection by our mobile application by deleting the application from your device.

Precise Location Data

Our mobile applications may collect precise location information from your device if you consent to the collection of this information. We may use third-party service providers to provide location services using the location data you provide. You may opt out at any time to the continued collection of this information by adjusting the settings on your device.

Information Pinebrook Estates Ltd. collects from other sources

We may obtain information about you from other sources, including publicly available sources, such as the Land Registry, social media platforms or referral agents, etc. Examples of information we may collect from other sources are:

- Name.
- Postal address.
- Email address.
- Date of birth.
- Income level.
- Publicly observed activities or information made available by you to the public, such as blogs, videos, internet postings, and user generated content.

How Pinebrook Estates Ltd. uses this information

We use the information we collect to provide you products, services, offers or other content tailored to your interests, and to conduct other Pinebrook Estates Ltd. business operations. The following are examples of how we may use the information we collect:

Answer your questions or respond to your requests.

Develop new products and services.

Enrol you in contests, programs, or offers that you request.

Create and manage your account.

Process payment for purchases or other services.

Protect against or identify possible fraudulent transactions.

Send you email and/or postal messages with information about Pinebrook Estates Ltd. brands and other content we think may be of interest to you.

Telephone you about Pinebrook Estates's brands and other content we think may be of interest to you.

Develop and provide Marketing tailored to your interests, including interest-based marketing.

Personalise your experience on our websites by presenting products and information tailored to you.

Allow you to participate in social sharing on our websites.

Analyse the use of, and develop, our products, services and marketing. Enforce our Terms and Conditions and otherwise manage our business.

Pinebrook Estates Ltd. will only process your information in pursuance of our **legitimate interest** if we receive any requests related to, for example, a product or service, a call-back, or specific marketing materials; we will use your personal information to fulfil your request. Where we need to manage your account and protect you against or identify possible fraudulent transactions, we will do so in accordance with our **legal obligation** placed on us under law. We will seek **consent** from you if we need to process your data solely identified purposes. To ensure meaningful consent is obtained from you, Pinebrook

Estates Ltd. will provide you with reasonable notice ensuring that your consent is provided on an informed basis.

Information sharing

The success of our business depends on your trust, and we do not sell your personal information to marketers outside of Pinebrook Estates Ltd. We share your personal information within Pinebrook Estates Ltd. and as described in this statement. We do not share personal information with marketers outside of Pinebrook Estates Ltd. unless you consent to such sharing, or as described within this statement.

Co-promotions with Carefully Selected Business Partners

We from time to time may collect personal and other information for a co-promotion or joint program with a business partner and share your information with that business partner. For these programs we will make clear at the point of collection that the information will be shared with Pinebrook Estates Ltd. and the participating business partner and ask for your consent as required by applicable laws.

Third-party service providers

We engage third-party service providers to perform a variety of business operations on our behalf. In so doing, we may share your personal information with them. We provide our service providers with only the personal information they need in order to perform the services we request, and we contractually require that they protect this information appropriately and not use it for any other purpose.

For example, we may rely on a 3rd party service provider to:

- Fulfil your service requests and answer your questions.
- Host our sites and deliver our email or other communications.
- Contact contest winners, manage payments or take other actions on our behalf.
- Analyse our data, sometimes combined with data from other sources, to send you communications.
- Conduct research and analyse data to improve our products, services and sites.
- Perform other services that we request.

Where permitted by law, we combine personal information about you that Pinebrook Estates Ltd. has collected with personal information about you that a business partner has collected so we can jointly send tailored promotional communications to you. In such instances, our business partner will not be permitted to use Pinebrook Estates Ltd. data or the combined data for its own, independent marketing purposes. Our service provider will only be allowed to use the combined set of information to send you joint communications that we hope will be of interest to you. If you prefer not to receive these joint

communications, you can always opt out by following the instructions provided in any such communication or through this Privacy Statement as indicated above.

Other situations

We may transfer or otherwise process your personal information:

- As part of the sale of a Pinebrook Estates Ltd. brand to another company.
- When we have received your instruction to pass the sale of your property to another agent
- To protect, defend or exercise the rights and property of Pinebrook Estates Ltd. (including enforcing our Terms and Conditions).
- When required by law and/or government authorities.

Personal Information Retention Period

We will retain Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.

Aggregated and non-personal information.

We share aggregated and/or anonymous information that does not identify you for Pinebrook Estates Ltd. business purposes. For example, we may disclose the number of visitors to Pinebrook Estates Ltd. sites or services. We may also share aggregated and/or anonymous information with our business partners for their own business purposes.

Your communication options

We give you choices about how we communicate with you.

Email Communications

You can stop receiving promotional email messages from Pinebrook Estates Ltd. by following the opt-out instructions provided in any such message you receive.

Postal Mail

You can stop receiving promotional postal mail from Pinebrook Estates Ltd. by following the opt-out instructions that may be included within those communications.

You can also stop receiving promotional email or postal communication through this Privacy Statement.

Mobile Text Messages

We only send you a mobile text messages with service-related communications if you explicitly ask to receive these (you opt in). You can stop receiving these text messages by following the instructions to opt out provided within that text messaging program.

Telephone Marketing

We only call you with service-related communications if you explicitly ask to receive these (you opt in). You can stop receiving promotional calls by giving

instructions over the phone or via sending an email to info@pinebrookestates.co.uk

You and your information

To the extent provided for by applicable law, you have certain rights in respect of the management of the personal data we hold about you.

Access

We take steps to keep your personal information accurate. If you would like to check, update or remove your details from Pinebrook Estates Ltd Data please call 07863172705 or email info@pinebrookestates.co.uk

Other rights

To the extent provided by applicable law, you have the right to request rectification of your personal data; to obtain restriction of the processing of personal data; to object to the processing of personal data (including direct marketing) and to data portability. To exercise any of these rights, please contact us as described below.

Consent

Where you have provided consent for our processing of your personal data, you may withdraw that consent at any time by contacting us as described below. We will cease processing your personal data as soon as reasonably practicable following our receipt of your withdrawal.

Complaints

If you consider that we have processed personal data in violation of applicable law, please contact us as described below. If you consider that we have processed personal data in violation of applicable law and failed to remedy such violation to your reasonable satisfaction, you may also lodge a complaint with a supervisory authority (e.g. the Information Commissioner in the UK).

Cookies

What are Cookies?

Cookies are simple text files that websites/apps store on your hard drive or browser. Typically, they contain two pieces of information: a site name and unique user ID. Cookies are used to remember your preferences for a site and to record how many times you have visited a site. This means we can tailor your experience depending on your preferences and measure overall usability of our websites/apps.

How can I block Cookies?

You can delete existing cookies off your hard drive and choose to block new cookies from our websites/apps. You can find out how to do this by visiting <http://www.allaboutcookies.org/manage-cookies/>. However, should you choose to block cookies then some features on our websites/apps might not work as expected.

Use of Cookies by our websites/apps

The list below shows the cookies used by our websites/apps and provides a

description of how each cookie works:

Cookie name:

PHPSESSID

Type: This cookie is used by the website to set session preferences. No personal data is stored.

Intrusiveness: Low

Expiry: When the browser is closed or the session times out.

Cookie name:

__utma

__utmb

__utmc

__utmz

Type:

These cookies are set by Google Analytics and are used to collect non-personal information about how visitors use the websites/apps. The information is used to create reports showing website usage which help us improve the websites/apps. The information is anonymous. Google have developed the “Opt-out Browser Add-on” which stops information being sent to Google Analytics even if cookies are enabled in your browser. See:

<https://tools.google.com/dlpage/gaoptout>

Intrusiveness:

Low Expiry:

Typically 1-2 years. Visit the Privacy Policy of Google to find out further information about these cookies.

Internet-Based Marketing

You may receive interest-based marketing, offers or other content as you interact with websites or mobile applications. Interest-based Marketing is online Marketing from Pinebrook Estates Ltd. nd/or from our carefully selected business partners that is tailored to your interests and sent to your device using a cookie or other identifier assigned to your device. These cookies or other identifiers are placed in general interest categories that we infer from information such as:

- The web pages you view and links you click on Pinebrook Estates Ltd. websites and other websites you visit.
- Mobile applications you use.
- The Pinebrook Estates Ltd brand emails you view and links you click in the email.
- Demographic data.
- Offline and online purchase data.
- We have designed our interest-based marketing systems to deliver such ads to you based only on data that does not personally identify you.

We respect your privacy.

You can limit your receipt of interest-based marketing on Pinebrook Estates websites or in our mobile applications by different means.

Links to Third Party Sites and Social Media

Calypso Properties sites may include links to third-party sites. Pinebrook Estates does not control these third-party sites, and we encourage you to read the privacy statement of every site you visit.

Social Networks and Third-Party Plug-ins

Our websites may include plugins from social networks or other third parties. An example of a plugin is the Facebook “Like” button. Where legally permitted, these plugins may communicate with and send information to the party that provided the plugin, even if you do not click on the plugin. This information may include your IP address, information about your browser and device, and the address of the web page you are visiting on our site. Loading, using or clicking the plugins may also place, read and transmit cookies. These cookies may contain a unique identifier the social network or third party assigns to you. The loading, functionality and your use of the plugins are governed by the privacy statement and terms of the party that provided the plugin.

Social Network and Third-Party Login

Our websites may allow you to log in using a social network or other third-party account. An example of a third-party login is “Log in with Facebook.” Logging into one of our sites with your social network or other third-party account may allow us to gather information that you give us permission to access from that social network or third party. The login feature may also transfer information to the social network or third party, such as your username and password, to authenticate you. The social network or third party may also automatically collect information such as your IP address, information about your browser and device, and the address of the web page you are visiting on our site. The login feature may also place and read cookies from that third party that may contain a unique identifier the social network or other third party assigns to you. The functionality of and your use of the login is governed by the privacy statement and terms of the party that provided the login functionality.

User Generated Content

Please remember that any information you submit or post as user-generated content to Social Media sites become public information. You should exercise caution when deciding to disclose your personal, financial or other information in such submissions or posts. Pinebrook Estates Ltd. cannot prevent others from using such information in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety. Pinebrook Estates Ltd. is not responsible for the results of such postings.

Information Security

Pinebrook Estates Ltd. is committed to keeping personal information secure.

We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration. We limit access to personal information to those who have a business need. We keep personal information only for so long as deemed reasonably necessary.

Children's privacy

Our Sites are not directed to children under the age of eighteen and we do not knowingly collect personal information from children under the age of eighteen on our Site.

Links to other websites and apps

Our Sites may provide links to other websites and apps for your convenience and information. These websites and apps may operate independently from us. Linked sites and apps may have their own privacy notices or policies, which we strongly suggest you review. To the extent any linked websites or apps are not owned or controlled by us, we are not responsible for their content, any use of the websites or apps, or the privacy practices of the websites or apps.

Updates to our Privacy Statement

We will post changes to this Privacy Statemented indicate the effective date when this Privacy Statement is updated. If we make any material changes to this Privacy Statement, we will notify you by sending an e-mail to the e-mail address you most recently provided us or by posting notice of the changes on this site.

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