

Privacy Policy

Website and service privacy notice

Document	Privacy Policy
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This privacy notice explains how Atlantic Keys Ltd uses personal information when you visit our website, make an enquiry, apply for a property, become a tenant, landlord, guarantor, contractor or otherwise interact with our lettings, HMO or property management services.

1. Who we are

Atlantic Keys Ltd is the controller of personal information described in this notice. Data protection enquiries can be sent to hello@atlantic-keys.co.uk or to our Plymouth office.

2. Information we may collect

- Identity and contact details, such as name, address, email address, telephone number and date of birth where relevant.
- Property, tenancy and occupancy information, including applications, agreements, inventories, inspection records, repair reports and communications.
- Financial information needed to administer rent, deposits, landlord payments, invoices, refunds or other client money.
- Referencing and due-diligence information, which may include employment, income, credit, guarantor, right-to-rent and anti-money-laundering information where legally required.
- Communications with us, including emails, portal messages, telephone notes and complaint records.
- Website and technical information, such as IP address, browser/device information and cookie preferences.
- Limited special-category or safeguarding information where it is genuinely necessary and we have a lawful basis to process it.

3. How we obtain information

We normally receive information directly from you. We may also receive information from landlords, tenants, guarantors, referencing providers, contractors, public authorities, deposit schemes, property portals, professional advisers and other organisations involved in a tenancy or property-management relationship.

4. Why we use personal information and our lawful bases

Purpose	Typical lawful basis
Responding to enquiries and providing requested services	Contract / steps before contract; legitimate interests

Purpose	Typical lawful basis
Managing tenancies, properties, rent, maintenance and client accounts	Contract; legitimate interests; legal obligation
Identity, right-to-rent, AML and other regulatory checks where applicable	Legal obligation; legitimate interests
Protecting people, property, systems and preventing fraud	Legitimate interests; legal obligation
Accounting, tax, audit, complaints and legal claims	Legal obligation; legitimate interests
Marketing communications where used	Consent where required; legitimate interests where lawful

5. Who we may share information with

- Landlords, tenants, guarantors and authorised representatives where necessary to manage the property or tenancy.
- Referencing, identity-checking, deposit-protection, redress, client-money-protection and compliance providers.
- Contractors and professional advisers who need information to carry out repairs, inspections, safety checks, legal or accounting work.
- Property portals, CRM/portal, communications, payment, cloud and IT providers used to operate our services.
- Local authorities, courts, regulators, law-enforcement bodies or other public authorities where disclosure is required or lawful.

6. International transfers

Some technology providers may process information outside the United Kingdom. Where this happens, we take reasonable steps to ensure an appropriate legal safeguard is in place, such as an adequacy arrangement or approved contractual protections.

7. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet legal, regulatory, tax, audit, insurance and dispute-resolution requirements. Tenancy, property-management and financial records are generally retained for up to six years after the relevant relationship ends, although some records may be kept for a shorter or longer period where appropriate.

8. Your rights

- Access to your personal information.
- Correction of inaccurate or incomplete information.
- Erasure in circumstances where the law gives you that right.
- Restriction of processing in certain circumstances.
- Objection to processing based on legitimate interests or to direct marketing.
- Data portability where applicable.
- Withdrawal of consent at any time where processing relies on consent.

These rights are not absolute and may be limited by legal obligations or other lawful reasons. We may need to verify your identity before acting on a request.

9. Security

We use organisational and technical measures designed to protect personal information against accidental loss, unauthorised access, alteration or disclosure. Access is limited to people and service providers who need the information for legitimate business purposes.

10. Complaints

If you have a concern about how we use your information, please contact us first. You also have the right to complain to the Information Commissioner's Office (ICO). Atlantic Keys Ltd's ICO registration number is ZC057615. More information is available at ico.org.uk.

11. Changes to this notice

We may update this notice when our services, systems or legal obligations change. The current version should be made available on our website.

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