

Privacy Statement

Information covered by this statement

This Privacy Statement applies to the use and processing of personal information collected and used by DAA Residential.

By using DAA Residential website providing your personal information to DAA Residential, 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 help@daa-uk.com

Information DAA Residential 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; 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, 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 number
- Date of birth
- Demographic information
- Future communication preferences

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

We use cookies and other technologies to collect information when you visit our site, view our online advertisements or promotions 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
- DAA Residential emails you open

Information DAA Residential 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 DAA Residential uses this information

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

- Answer your questions or respond to your requests.
- 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 DAA Residential 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.

DAA Residential 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, DAA Residential 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 daa Residential. We share your personal information within DAA Residential and as described in this statement. We do not share personal information with marketers outside of DAA Residential 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 DAA Residential 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.
- 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.

Other situations

We may transfer or otherwise process your personal information:

- As part of the sale of a DAA Residential 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 DAA Residential (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 DAA Residential business purposes. For example, we may disclose the number of visitors to DAA Residential site 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 Communication

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

Postal Mail

You can stop receiving promotional postal mail from DAA Residential 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 promotional mobile text messages if you explicitly ask to receive these (you opt in). You can stop receiving promotional text messages by following the instructions to opt out provided within that text messaging program.

Telephone Marketing

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

PLEASE NOTE: We will honour your request to stop receiving promotional email, text and postal messages from DAA Residential as practicable. However, we may continue to send you service-related communications. We may keep information for record keeping to ensure we fulfil your request not to send particular types of messages.

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.

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).

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. DAA Residential cannot prevent others from using such information in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety. DAA Residential is not responsible for the results of such postings.

Information Security

DAA Residential 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 thirteen and we do not knowingly collect personal information from children under the age of thirteen on our Sites.

Links to other websites

Our Sites may provide links to other websites for your convenience and information. These websites 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 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 Statement and 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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