



# WARFIELD P A R K

## PRIVACY POLICY

### Policy Statement

It is the policy of Warfield Park to follow and be guided by the Data Protection Act 1998 and General Data Protection Regulation 2018, along with any other legislation that may become applicable.

The Company is keen to service enquiries to their full extent and is dedicated to ensuring that any data provided is treated with the upmost respect and privacy.

### Personal Data That We Collect

To enable the Company to respond to enquiries, and to conduct general business purposes it is natural that some data is needed to allow the Company to respond. The Company will collect a selection of data such as:

- Personal details, i.e. name
- Full postal address details
- Email address so that the Company can make contact regarding an enquiry
- Telephone number so that the Company can make contact to discuss an enquiry
- Further information relating to a request that an individual may provide depending on the nature of the enquiry.
- Home purchase budget.
- Rental budget
- IP address and details of which web browser is used (website).
- Information on how website visitors use the site, using cookies and page tagging techniques.

### How the Company uses Personal Data

The company uses the data it collects to operate the business, be that through general communications, or marketing for those who have elected to be included on those mailing lists. The company also may use the data to communicate with individuals, for example, informing residents or tenants about their account, information updates and/or marketing material. The Company will not transfer an individual's details from one mailing list to another without consent.

### Marketing

Those who sign up to receive marketing updates about product and sales updates, their data is stored on a dedicated database. This is aimed at those who have shown an interest in being kept up to date with future products or sales and have elected to be included on the marketing list.

### Newsletters and Mailshots

Those who sign up for Warfield Park's monthly newsletter will receive updates on events that are happening. This data will be contained within a dedicated database.

01344 884666 | [enquiries@warfieldpark.co.uk](mailto:enquiries@warfieldpark.co.uk) | [www.warfieldpark.co.uk](http://www.warfieldpark.co.uk)



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### Reasons the Company Shares Personal Data

The Company uses the data it collects for two basic purposes:

- to operate the business, and
- to communicate with those who have elected to receive marketing updates or newsletters.

The Company shares personal data with consent only or as necessary to complete any transaction that has been requested or authorised.

Cases where consent is not required is limited to legal process, this is set out in detail in the GDPR but can be categorised as:

- when required by law or to respond to legal process
- to protect customers
- to protect lives

### How to Access & Control Your Personal Data

Individuals can always choose whether they wish to receive emails, SMS messages, telephone calls and postal mail from Warfield Park.

The Company will respond to requests to access or delete personal data within 30 days.

### Cookies & Similar Technologies

Warfield Park uses cookies (small text files placed on your device) and similar technologies to provide information on how the Company's websites and online services are operating.

Cookies allow the Company to, among other things, store individual preferences and settings; enable individuals to sign-in; and analyse how the Company's websites and online services are performing.

Cookies are used to gather statistics, which then go on to help the Company improve the website and offer a better service. Cookies do not store any personal or identifying information about the individual user.

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### Controllers of Data

The Data controllers are Warfield Group which consists of the following Companies:

Warfield Park Homes Ltd  
MacLaren House  
Warfield Park  
Bracknell  
Berkshire  
RG42 3RG  
Company Registration No: 00781283

Warfield Homes Ltd  
MacLaren House  
Warfield Park  
Bracknell  
Berkshire  
RG42 3RG  
Company Registration No: 04690088

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