Privacy policy

Introduction

Welcome to the Newhomesforsale.co.uk Limited’s privacy notice.

We respect your privacy and are committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

You can download a pdf version of the policy here *https://www.newhomesforsale.co.uk/privacy-policy.pdf*. Please also use the Glossary to understand the meaning of some of the terms used in this privacy notice.

1. Important information and who we are

Purpose of this privacy notice

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter or for further information on a development.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing your personal data so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Controller

Newhomesforsale.co.uk Limited is the controller and is responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy notice).

Newhomesforsale.co.uk Limited is a subsidiary of Zoopla Limited, a company incorporated and registered in England and Wales. Registered office: The Cooperage, 5 Copper Row, London, England, SE1 2LH (Company Number 06074771). Our Information Commissioner's Office (ICO) registration number is Z9972266. Zoopla Limited is part of ZPG Limited.

Any reference to Group Companies within this privacy notice includes all or any of the direct or indirect parent or subsidiary undertakings of ZPG Limited from time to time, including: Zoopla Ltd, uSwitch Ltd, Confused.com Ltd, Calcasa B.V, Technicweb Ltd, Jupix Ltd, Hometrack Data Systems Ltd, Hometrack MLS Ltd, Vebra Solutions Ltd, Yourkeys Technology Ltd, Property Software Ltd, Dot Zinc Ltd and Life's Great Ltd.

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data privacy manager using the details set out below.

Contact details

Our full details are:

Full name of legal entity: Newhomesforsale.co.uk Limited

ICO registration number: ZA186473

Name or title of data privacy manager: Mark Hincks

Email address: mark@newhomesforsale.co.uk

Postal address: The Cooperage, 5 Copper Row, London, SE1 2LH

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website includes links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

· **Identity Data** includes first name(s), last name, username or similar identifier, title and gender.

· **Contact Data** includes postal address, email address and telephone numbers.

· **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

· **Profile Data** includes your username and password, your interests, preferences, feedback and survey responses.

· **Usage Data** includes information about how you use our website, products and services.

· **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Anonymised and Aggregated Data** such as statistical or demographic data for any purpose. Anonymised and Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature, in this instance the aggregated data would be anonymised. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the pseudonymised data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information

about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

· **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

· apply for our products or services;

· create an account on our website;

· subscribe to our service or publications;

· request marketing to be sent to you;

· enter a competition, promotion or survey; or

· give us some feedback.

· **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

· **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources such as set out below:

· Technical Data from the following parties:

(a) analytics providers;

(b) advertising networks; and

(c) search information providers.

· Contact and Transaction Data from providers of technical and delivery services.

· Identity and Contact Data from data brokers or aggregators.

· Data from third parties including Group Companies to help us deliver, improve, and develop our products and services.

· Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register.

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

· Where we need to respond to your requests for information.

· Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

· Where we need to comply with a legal or regulatory obligation.

We may rely on consent as a legal basis for processing your personal data in relation to sending marketing communications to you via email, post, push notification, text message, RCS or WhatsApp. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest

To register you as a new user	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver the information requested by you	(a) Identity (b) Contact (c) Transaction (d) Marketing and Communications	(a) Performance of a contract with you (b) Consent
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business) (c) Consent

To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To develop, improve and deliver relevant website content, products, services and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy) (b) Consent (c) Performance of a contract with you
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	(b) Necessary for our legitimate interests (to understand types of customers who use our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy) (b) Consent

To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	(a) Necessary for our legitimate interests (to develop our products/services and grow our business (b) Consent

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which of our, third party or Group Companies products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested material from us, consented to receive electronic marketing or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

Third-party marketing

We obtain your consent before we send you third-party or Group Companies electronic marketing, and will only share your personal data for marketing purposes where lawful to do so.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any electronic marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. You have a choice whether to accept or reject non-essential cookies. If you disable or refuse cookies, please note that some parts of this website may not function properly.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Disclosures of your personal data

We may have to share your personal data with the parties set out below for the purposes set out in the table in section 4 above.

· Internal Third Parties as set out in the Glossary at the end.

· External Third Parties as set out in the Glossary at the end.

· Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

- Our Group Companies.

We share some support services with Group Companies, and so we may share your personal data with Group Companies to help us in running our business and ensuring the personal data we process is compliant and secure. Group Companies may use your personal data to help provide you with products and services that you request from those Group Companies (for example, to help you manage your home or mortgage) and to provide you with relevant recommendations of other Group Companies products and services. These recommendations may use inferences about your interests based on your activity on our websites and apps, and on other websites, apps, platforms and systems operated by other Group Companies. Personal data used for Group Companies

data insights is mostly anonymised or pseudonymised wherever possible to protect your privacy. Group Companies may also use your personal data which we capture when you use the newhomesforsale.co.uk websites, apps, platforms and systems for other purposes which are described in this or other Group Companies privacy notices. We will only ever share your personal data with Group Companies where lawful to do so.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party data processors to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International transfers

We do not transfer your personal data outside the United Kingdom (UK) or European Economic Area (**EEA**).

7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements, and where required to defend against a potential legal claim.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see ‘Request Erasure’ below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly manifestly unfounded, repetitive or excessive. Alternatively, we may in limited circumstances refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

9. Glossary

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate

interests against any potential impact on you in respect of specific activities by contacting us.

Examples of legitimate interests, where relevant, may include but are not limited to:

- Sharing data with new home builders or other third parties (“third parties”), so we can help progress an application, lead, quote or other such request.
- Sharing data with third parties, so you do not need to re-enter it.
- Sharing data with third parties to make available to you third party products or services to enhance our, or a third party product or service, or your customer experience in general.
- Where third parties may share your personal information with us, so we can combine personal data we hold on you to produce data insights or information/outcomes/behaviours about you, to help them (or us) improve or personalise products and services provided to you.
- Sharing and receiving data from third parties to offer and provide you with benefits for choosing to use our or a third party product or service.
- Providing emails concerning status, reminders and outcomes on your use of our, or a third party product or service.
- To allow us to understand your user journey and for us to know where you have taken an action such as moving to a different website.
- To allow us to understand more about what is relevant and helpful to you such as when you like or dislike content on our websites, applications, emails and social/digital media platforms.
- Auditing and monitoring our processes, your engagement and feedback to help keep our high standards.
- Market research, statistical analysis, management information, data aggregation and product development for our own purposes, third party purposes or to assist the wider property management industry.
- Using a third party to allow for communication with you such as video conferencing.
- Training, communications and awareness.
- Securing our services, ensuring personal data is up to date and accurate, and keeping our services online.
- Preventing or prosecuting fraud and other criminal behaviour or activity.
- Transferring personal data for the purposes of developing, migrating and maintaining IT infrastructure and services.
- For direct marketing, personalisation, targeting and data shares for the purposes of marketing, monetisation or promotional activities where we do not rely on your consent.

- Showing you personalised content such as properties or developments of interest on our websites, applications, platforms and systems.
- Non targeted marketing on our websites, applications, platforms and systems of either our products or services or products and services of third parties.
- For data insights, services and products improvements and developments based on your use of our or third party offerings on our websites, applications, platforms and systems.
- Recording of telephone calls and related services where applicable.
- For relevant processing by another company, such as by Group Companies.
- We may also process data in aggregated and anonymised form for statistical purposes to improve products and services, including our customer service.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract. For example, when you create an account with us.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

THIRD PARTIES

External Third Parties

· Service providers acting as data processors who provide IT and administration services.

· Professional advisers acting as data processors or joint data controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.

· HM Revenue & Customs, regulators and other authorities acting as independent data controllers or joint data controllers who require reporting of processing activities in certain circumstances.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully, or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons or when the data is held within a lawful retention period, which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on legitimate interests (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. Where this right is applicable, we will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us using the details at the start of this notice.

Last updated: October 2026