

Privacy Policy

Ridgeview Estates | Last Updated: 29 July 2026

1. Introduction

Ridgeview Estates ("we", "us", "our") is committed to protecting your privacy and handling your personal information responsibly in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. This Privacy Policy explains how we collect, use, store, and protect your personal information when you interact with our website, use our services, or communicate with us.

2. Information We Collect

- Contact Details: Name, email address, telephone number, and postal address.
- Property Requirements: Property preferences, budget, location preferences, and tenancy or purchase requirements.
- Financial & Identification Data: ID documentation, proof of address, and financial statements (where required for property transactions, referencing, or anti-money laundering checks).
- Technical & Usage Data: IP address, browser type, device information, and website usage patterns collected via cookies and analytics tools.

3. How We Use Your Information

- Responding to property inquiries and arranging viewings.
- Delivering estate agency, lettings, and property management services.
- Processing tenancy applications and property sale transactions.
- Verifying identity to comply with legal obligations (e.g., Anti-Money Laundering legislation).
- Sending necessary administrative and service communications.
- Improving our website functionality, user experience, and overall service delivery.
- Fulfilling legal, regulatory, and reporting obligations.

4. Legal Basis for Processing

- Contractual Necessity: To perform a contract with you or take pre-contractual steps at your request.
- Legal Obligation: To comply with regulatory and statutory requirements.
- Legitimate Interests: To operate and market our business efficiently, provided your rights do not override these interests.
- Consent: Where you have given explicit consent (e.g., subscribing to optional marketing communications).

5. Sharing Your Information

We may share your personal data with trusted third parties where necessary, including:

- Mortgage brokers, financial advisors, solicitors, and conveyancers.

- Landlords, property owners, or tenants (as relevant to your transaction).
- Tenant referencing and credit-checking agencies.
- IT, web hosting, and software service providers supporting our business.
- Regulatory authorities, law enforcement, or government bodies where required by law.

We do not sell your personal information to third parties under any circumstances.

6. Data Security

We implement appropriate technical and organisational security measures to safeguard your personal data against unauthorised access, alteration, disclosure, accidental loss, or destruction.

7. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, including meeting any legal, accounting, statutory, or regulatory reporting requirements.

8. Your Legal Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- Right of Access: Request a copy of the personal data we hold about you.
- Right to Rectification: Request correction of inaccurate or incomplete data.
- Right to Erasure ("Right to be Forgotten"): Request deletion of your data where applicable.
- Right to Restrict Processing: Request limited processing of your personal data.
- Right to Data Portability: Request transfer of your data to another organization.
- Right to Object: Object to processing based on legitimate interests or direct marketing.
- Right to Withdraw Consent: Withdraw consent at any time where processing relies on consent.

To exercise any of these rights, please contact us using the details provided below.

9. Contact Us

If you have any questions or requests regarding this Privacy Policy or how we handle your personal data, please contact us:

- Ridgeview Estates, 348 Horns Road, Ilford, Essex, IG6 1BT, United Kingdom
- Email: info@ridgeviewestates.co.uk
- Phone: 020 3890 3111

10. Complaints

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: <https://ico.org.uk>