

Privacy & Cookie Policy

Effective Date: 10 June 2025

Last Reviewed: 10 June 2025

Ark Property Centre, 6 New Road, Spalding, Lincolnshire PE11 1DQ

Email: info@arkpropertycentre.co.uk | Tel: 01775 766888

1. Introduction

At Ark Property Centre, protecting your privacy is fundamental. This Privacy & Cookie Policy explains what personal data we collect, why we collect it, how we use it, and how we keep it secure. We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other relevant legislation.

2. What Personal Data We Collect

We may collect and process the following categories of personal data:

- **Identity Data:** Name, title, date of birth, marital status, gender
 - **Contact Data:** Address, email, phone number
 - **Financial Data:** Proof of funds, bank statements, mortgage details, salary
 - **Transaction Data:** Details of property purchases/sales, solicitor and surveyor information
 - **Technical Data:** IP address, browser type, time zone, device info
 - **Marketing & Communications Data:** Preferences regarding marketing communications
 - **Other Data:** Correspondence, feedback, and interactions with us
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3. How We Collect Your Data

We collect personal data when you:

- Fill in forms on our website or in person
 - Contact us by phone, email, or social media
 - Engage with our services (e.g., buying, selling, letting, or renting property)
 - Use our website and digital tools
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4. Legal Basis for Processing

We process your personal data under the following lawful bases:

- **Contractual Obligation** – To fulfil our contract with you

- **Legal Obligation** – To meet legal requirements (e.g., anti-money laundering)
 - **Legitimate Interest** – For operational, marketing, and fraud prevention purposes
 - **Consent** – For optional marketing communications (you can withdraw anytime)
 - **Public Interest** – Where required for compliance with public interest duties
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5. How We Use Your Data

We use your data to:

- Provide and manage our services
 - Verify your identity and meet anti-money laundering regulations
 - Communicate with you regarding your property transaction
 - Send you marketing communications (if opted in)
 - Improve our website and services through analytics
 - Fulfil legal and regulatory obligations
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6. Sharing Your Data

We do **not sell** your data. We may share your information with:

- Solicitors, surveyors, and financial advisors involved in your transaction
- Contractors and other estate agents for service fulfilment
- IT and website providers (e.g., Driveby Websites, Ark ICT)
- Law enforcement, regulatory authorities, and credit reference agencies where legally required
- Newsletter provider (Brief Your Market) for e-newsletter distribution

All third parties we share data with are required to comply with GDPR and ensure appropriate security.

7. Data Retention

We retain your data:

- For **at least five years** to meet anti-money laundering and financial regulations
 - For **up to seven years** after your last interaction, unless legal requirements dictate otherwise
 - For as long as necessary to fulfil the purpose for which it was collected
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8. Your Rights

You have the right to:

- Access your personal data
- Request correction of inaccurate or incomplete data
- Request erasure or restriction of your data in certain circumstances
- Object to processing, particularly for direct marketing
- Withdraw consent where applicable
- Request data portability to another service provider

To exercise these rights, email **info@arkpropertycentre.co.uk** or write to our Data Protection Officer at the address above.

9. Security

We take data security seriously:

- Access to your data is limited to those who need it
- We use secure systems and procedures to protect against unauthorised access
- You are responsible for maintaining the confidentiality of passwords for any secure parts of our site

If a breach occurs, we will notify affected individuals promptly and take immediate corrective actions.

10. Cookies

Cookies enhance your website experience. We use:

- **Essential Cookies** – Enable site functionality
- **Performance Cookies** – Help us understand user interactions
- **Functional Cookies** – Remember user preferences and details

You can manage your cookie preferences in your browser settings. For more info, see: [ICO Cookie Guidance](#)

11. Third-Party Websites & Microsites

Some services are delivered via third-party microsites, co-branded with Ark Property Centre. These sites are governed by their own privacy policies. Please review those policies for full details.

12. Anti-Money Laundering Compliance

Ark Property Centre is committed to conducting its business transparently and in full compliance with all applicable anti-money laundering (AML) laws and regulations, including the Proceeds of Crime Act 2002, the Money Laundering Regulations 2017, the Bribery Act 2010, and the Terrorism Act 2000.

As part of our legal obligations and commitment to preventing financial crime, we require verification of your identity and the source of any funds involved in property transactions. This means we will ask you to provide documentation such as bank statements, mortgage agreements, proof of earnings, or other relevant financial evidence to demonstrate the origin of your funds.

We may also conduct electronic identity and credit checks as part of our due diligence process. Failure to provide satisfactory proof of identity or source of funds may result in delays or an inability to proceed with your transaction.

We cooperate fully with the National Crime Agency and other law enforcement authorities by reporting any suspicious activities or transactions.

13. Changes to This Policy

We regularly review this policy. Any updates will be posted here and, where significant, communicated directly.

14. Contact Us

If you have any questions, complaints, or want to exercise your rights, contact:

Data Protection Officer

Ark Property Centre
6 New Road, Spalding, Lincolnshire PE11 1DQ
Email: info@arkpropertycentre.co.uk
Tel: 01775 766888

If you're dissatisfied with our response, you can contact the **Information Commissioner's Office (ICO)** at www.ico.org.uk.