

## Privacy Notice for Customers

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Please read the following notice to understand how your personal information will be collected, stored, and treated by Gleeson.

This notice may change from time to time so please check it regularly.

This Gleeson privacy notice applies to all personal information that you or a third party provide to us.

By providing Gleeson with information or using our website you acknowledge and agree to the terms of this notice in respect of the collection and use of personal information about you.

## Data Protection

As a data controller we are committed to protecting and respecting the privacy of our customers and prospective customers. We take data protection very seriously and comply with all relevant legislation when handling any personal information given or received from you or third parties.

## This is the personal information we collect

In the course of our interactions with you we may collect some or all of the following information:

- Name
- Address (home and work)
- Telephone contact number/numbers
- Email address
- Date of birth or age
- Signature
- Identity documents, such as passport or photographic driving licence
- Residency status and financial information
- Bank account details, including bank statements
- Other related information to support your occupation of the property and to confirm identity
- Photographs and video images including closed circuit television
- Information you provide in response to surveys about your home, customer experience or our initiatives
- Information relating to the options and extras you chose for your home
- Call recordings

## This is how we collect your personal information

- When you contact us in person at one of our developments
- When you view our website and submit your information through our web enquiry forms or mortgage calculators
- When you request further information about our products and services and submit your personal information to a third-party website such as Rightmove, Zoopla, On the Market and New Homes for Sale (which is subsequently sent to us)
- When you report a defect through our MyGleeson® portal
- When you engage with us or our posts on social media platforms
- When you telephone a Gleeson office
- When you contact a member of our staff or one of our departments, for example, to enquire about the progress of your new home or to make a complaint
- When you provide us with any other information we request
- Via closed circuit television cameras on our development sites and in our sales offices

## This is why we collect your personal information and what we will use it for

- To provide services to you both before, during and after the sales process
- To fulfil our contractual obligations to you if you reserve or buy one of our properties
- To satisfy our legal obligations (for example, relating to health a safety or ID verification and anti-money laundering)
- To take and administer payments
- To maintain security and crime prevention on our developments or in our sales/site offices
- To ensure the health and safety of our customers, employees, contractors and supply chain
- To help us achieve our strategies and initiatives
- To contact you with marketing information which you have requested from us, or if you have given us your consent to receive general marketing communications about our products.
- To conduct studies and surveys to help improve our products and the services we offer to our customers and the communities within which we build
- To inform you of relevant Gleeson products and services
- To ensure that content from our website is presented in the most effective manner for you and for your computer/device
- To progress your enquiry or purchase of a Gleeson home
- To provide customer care services such as defect remediation
- To monitor customer satisfaction and improve our services to you or other customers
- To help assist you with any government schemes that you participate in
- For analytical research
- To help us set our strategies and initiatives, and monitor progress against them
- To administer any shared equity arrangements
- To support law enforcement bodies in the prevention, detection and prosecution of Crime

## Monitoring of communications

We may monitor, record, store and use any telephone, email or other communication with you in order to check any instructions given to us, for training purposes, for crime prevention and to improve the quality of our customer service.

## We use Cookies

Please [click here](#) to view the Gleeson Cookie Policy.

## Who we share your personal information with

Should you consider purchasing a property from us we may share your information with selected third parties that work on our behalf, to provide you with a product or service that is relevant to your enquiry or your reservation, or to comply with our legal obligations. These third parties are required to ensure appropriate security measures are in place and maintain the confidentiality of your information. These third parties can include, but are not limited to mortgage or finance providers, third parties we engage to carry out ID and anti-money laundering checks, and other legal and professional advisors. This information will only be used by us in relation to your enquiry or by third parties for the provision of a related product or service. The information will not be used for any other purpose.

## ID and anti-money laundering checks

Under certain circumstances, we are required by law to carry out ID verification and anti-money laundering checks. As part of this process, we use a third party ID document verification application, provided by Thirdfort Limited, to verify the authenticity of an identity document. Your data will be processed in line with Thirdfort's Privacy Policy, which will be available via the application link which you will receive once we have onboarded you onto the Thirdfort system.

If you enter into a reservation or contract to purchase a Gleeson home, we will also share relevant information with IT providers whose services we use to run our business (e.g., our customer relationship management (CRM) platform), conveyancing solicitors, our subcontractors and supply chain, utility providers including Gas, Electric, Water and telecommunications, the new home warranty provider (National House Building Council (NHBC)), online survey providers, estate and management agents and Local Authorities.

Where any of these third parties constitute 'data processors' for the purposes of data protection legislation, we confirm that written contracts have been entered into to ensure that adequate security measures are maintained.

We may share your email address with a third party data processor such as [www.spotler.co.uk](http://www.spotler.co.uk) for the purpose of email distribution. If at any time you wish to stop receiving these emails you can unsubscribe via the link in the footer of the email or contact us at the address noted at the end of this notice.

We may share your personal data within the Gleeson group of companies and to our social media followers where we repost your social media content (with your prior permission).

Finally, under limited circumstances, your personal information may be disclosed to third parties as permitted by, or to comply with, applicable laws and regulations. For example, when complying with data subject rights under data protection legislation, proceedings of a court of law or similar legal process, to protect against fraud, and to otherwise cooperate with law enforcement or regulatory authorities.

## The legal basis we rely on to process your personal information

Under Data Protection legislation we are allowed to process your personal information if we meet certain conditions. We rely on the following bases for processing personal information:

### 1. In the performance of a contract

Where you enter into a contract to buy a Gleeson home, we will use your personal information so that we can fulfil our contractual obligations to you, and any relevant third party.

### 2. In the performance of our legal obligations

We will process your personal information where it is necessary for us to comply with the law (for example, relating to health and safety or anti-money laundering).

### 3. Where we have a legitimate interest in doing so

Where we consider that the use of your personal information is necessary to achieve a legitimate interest of Gleeson, and we've balanced that against your interests, rights and freedoms, then the law permits us to handle your personal information. Many of the reasons that we collect your personal information will fall under this category and examples include the need for us to run and develop our business, comply with industry codes of practice and to defend ourselves in legal proceedings.

Generally, we do not rely on consent as a legal basis for processing your personal information although we will get your consent before sending unsolicited marketing communications to you via email or text message, or as otherwise set out in this privacy notice. You have the right to withdraw consent to marketing at any time by contacting us.

## How long we will hold your personal information

Data processed for enquiry purposes will be retained for the length of time we are actively selling new homes on the development you have requested information about and other Gleeson developments in the same area or until you ask us to remove it.

If you purchase a home from us we may retain your personal information for 15 years from the date of completion of your purchase.

If your purchase was assisted by a shared equity scheme we will retain your personal information for up to 12 years after monies owed to Gleeson have been paid and the contract is completed.

If your purchase was under a leasehold arrangement we will continue to process your personal information in respect of the leasing arrangement for the earlier of up to 12 years from either notification that you have sold your Gleeson home or when we no longer have any interest in the property.

## Storage of your personal information

We will store digital or hard copy data on our premises or it may be transferred to a secure third party facility for storage. We will keep your information secure by taking appropriate technical and organisational measures.

The information supplied to us via the enquiry forms on our website, or via enquiry forms on third party sites such as Rightmove, Facebook or Instagram is held on our computers and servers hosted by third parties.

Your personal information may be processed both within the European Economic Area ("EEA") and outside the EEA. If we process your personal information at a destination outside the EEA we confirm that we have appropriate contracts in place with any third parties based outside the EEA to ensure your data is processed in accordance with applicable Data Protection legislation.

## Links from our website

If you reach our website via an external link or click a link to an external site from our website our Privacy Notice will not apply. We are not responsible for the accuracy of third party websites.

## Your Rights

Under Data Protection legislation you have a number of rights. These include:

- The right to know how we use and handle your personal information
- The right to access the personal information that we are handling and to information contained within this privacy notice
- The right to request that we rectify any mistakes in the information we hold
- The right at any time to object to direct marketing or for you to be removed from our databases or mailing lists
- The right to restrict processing under certain circumstances
- The right to data portability
- The right to object to processing of your personal data under certain circumstances
- Rights in relation to automated decision making and profiling

If you have any questions or complaints relating to how we use your personal information, or if you wish to exercise any of your rights regarding your personal information, please email us at [legal@mjgleeson.com](mailto:legal@mjgleeson.com) or write to us at the following address and in either case include copies of appropriate identification in order that we may confirm your identity:

Legal Department

MJ Gleeson PLC

6 Europa Court

Sheffield Business Park

Sheffield

S9 1XE

## Our company registration and data processing registration details

Gleeson Homes and Gleeson Strategic Land operate as divisions of MJ Gleeson plc from the following subsidiary companies:

Gleeson Company	Company registered number	Data protection register number
MJ Gleeson PLC	09268016	ZA113503
Gleeson Developments Limited	00848808	Z7561821
Gleeson Regeneration Limited	03920096	Z7561849
Gleeson Developments (North East) Limited	03867699	ZA181177
Gleeson Land Limited	05181745	ZA249157
Gleeson Land (Fleet) Limited	05742750	ZA368520

The registered address of all Gleeson companies is:

6 Europa Court

Sheffield Business Park

Sheffield

S9 1XE

### Information Commissioner's Office

You may contact the Information Commissioner's office to log a complaint either via their website: [ico.org.uk](https://ico.org.uk) or by calling 0303 123 1113.

### Changes to this Privacy Notice

We regularly review our privacy notice and reserve the right to make changes at any time without notice.

This Notice was last updated on 18th September 2024.