

Privacy Policy

Bright Hill Properties Ltd · Last updated: June 2026

1. Introduction

Bright Hill Properties Ltd ("Bright Hill Properties", "we", "our", or "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, share and protect your personal data when you:

- Visit our website at www.brighthillproperties.co.uk;
- Contact us regarding our services;
- Become a customer, landlord, tenant, contractor, supplier or business contact;
- Use any of our property management, letting, sales, maintenance or related services.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable privacy legislation.

2. Data Controller

Bright Hill Properties Ltd is the Data Controller responsible for your personal data.

Contact Details

Bright Hill Properties Ltd
71 Houblon Road, Richmond, TW10 6DB
Email: info@bright-hill.co.uk

For data protection enquiries, please contact us at: info@bright-hill.co.uk

3. Personal Data We Collect

We may collect, use, store and transfer the following categories of personal data:

Identity Data

- Full name
- Title
- Date of birth
- Gender (where relevant)
- Nationality (where legally required)
- Photographic identification
- Right to Rent documentation
- AML verification information

Contact Data

- Postal address
- Billing address
- Delivery address
- Email address
- Telephone number

Financial Data

- Bank account details
- Payment information
- Rent payment records
- Deposit information

Transaction Data

- Details of services provided
- Property transactions
- Lettings information
- Maintenance records
- Purchase and payment history

Technical Data

- IP address
- Browser type and version

- Device information
- Operating system
- Time zone settings
- Website usage information

Usage Data

- Information about how you use our website and services
- Website navigation patterns
- Page visits and interactions

Marketing and Communications Data

- Marketing preferences
- Communication preferences
- Survey responses
- Feedback and reviews

4. How We Collect Personal Data

We collect personal data:

Directly From You

When you:

- Complete online forms
- Contact us by phone, email or post
- Request information about our services
- Become a landlord, tenant or customer
- Enter into a contract with us

Automatically

When you visit our website, through:

- Cookies
- Analytics technologies
- Server logs
- Website monitoring tools

From Third Parties

Including:

- Credit reference agencies
- Tenant referencing providers
- Anti-money laundering verification providers
- Government agencies and public registers
- Property portals
- Professional advisers
- Contractors and service providers

5. Lawful Bases for Processing

We will only process your personal data where we have a lawful basis to do so.

Contract

Processing necessary to:

- Provide property management services
- Arrange lettings and sales
- Manage tenancies
- Collect rent and service charges
- Perform contractual obligations

Legal Obligation

Processing necessary to comply with:

- Anti-money laundering regulations
- Right to Rent legislation
- Landlord and tenant law
- Tax obligations

- Regulatory requirements

Legitimate Interests

Processing necessary for:

- Running our business efficiently
- Managing customer relationships
- Recovering debts
- Preventing fraud
- Improving our services
- Securing our systems and website
- Managing legal claims

Consent

Where required by law, including:

- Electronic marketing communications
- Certain cookies and tracking technologies

You may withdraw your consent at any time.

6. How We Use Your Personal Data

We may use your personal data to:

- Respond to enquiries
- Verify your identity
- Register you as a customer
- Manage property transactions
- Manage tenancy agreements
- Process payments
- Provide maintenance services
- Arrange inspections and appointments
- Communicate important service information
- Comply with legal obligations
- Prevent fraud and financial crime
- Improve our website and services
- Send marketing communications where permitted by law

7. Sharing Your Personal Data

We do not sell your personal data.

We may share your personal data with:

- Employees and authorised representatives
- Landlords and tenants where necessary
- Contractors and maintenance providers
- Letting and property management software providers
- Payment service providers
- Professional advisers
- Insurers
- Accountants and auditors
- IT service providers
- Credit reference agencies
- Tenant referencing providers
- HM Revenue & Customs (HMRC)
- Law enforcement agencies
- Regulators and public authorities

We only share information where there is a lawful basis to do so.

8. Marketing Communications

We may send information about our services where:

- You have consented; or
- We are permitted to do so under applicable law.

You can opt out of marketing communications at any time by:

- Clicking the unsubscribe link in our emails; or
- Contacting us directly.

Even if you opt out of marketing, we may still send service-related communications.

9. Cookies and Website Analytics

Our website uses cookies and similar technologies. Cookies help us:

- Operate the website effectively;
- Improve user experience;
- Understand website usage;
- Measure website performance.

Where required by law, we will obtain your consent before placing non-essential cookies on your device. You may manage cookie preferences through your browser settings and our cookie consent tool.

Google Analytics

We use Google Analytics to understand how visitors use our website. Google Analytics may collect:

- IP addresses
- Device information
- Browser information
- Website usage data

For more information, please see Google's Privacy Policy.

10. International Transfers

Some of our service providers may process personal data outside the United Kingdom. Where personal data is transferred internationally, we ensure appropriate safeguards are in place, including:

- UK adequacy regulations;
- The UK International Data Transfer Agreement (IDTA);
- International Data Transfer Addendum arrangements;
- Other lawful transfer mechanisms approved under UK GDPR.

11. Data Security

We have implemented appropriate technical and organisational measures designed to protect your personal data against:

- Unauthorised access;
- Accidental loss;
- Destruction;
- Alteration;
- Disclosure.

These measures include:

- Secure systems and networks;
- Access controls;
- Staff training;
- Password protection;
- Data encryption where appropriate.

Although we take reasonable steps to protect your information, no system can be guaranteed completely secure.

12. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected. Retention periods may vary depending on:

- Legal requirements;
- Regulatory obligations;
- Contractual obligations;
- Business needs.

In general:

- Customer and transaction records may be retained for up to six years after the end of our relationship with you.

- Anti-money laundering records may be retained for five years or longer where legally required.
- Financial records may be retained for up to seven years.
- Marketing records will be retained until consent is withdrawn or no longer required.

13. Your Rights

Under UK data protection law, you have the right to:

Right to be Informed

Know how your personal data is collected and used.

Right of Access

Request a copy of your personal data.

Right to Rectification

Request correction of inaccurate or incomplete information.

Right to Erasure

Request deletion of your personal data where applicable.

Right to Restrict Processing

Request limitation of processing in certain circumstances.

Right to Data Portability

Receive personal data in a structured, commonly used and machine-readable format.

Right to Object

Object to certain types of processing, including direct marketing.

Rights Relating to Automated Decision-Making

Request human review of decisions made solely through automated means where applicable.

To exercise your rights, please contact: privacy@brighthillproperties.co.uk

14. Complaints

If you are unhappy with how we handle your personal data, please contact us first so we can try to resolve your concerns.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Website: www.ico.org.uk

Telephone: [0303 123 1113](tel:03031231113)

15. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites and encourage you to read their privacy policies.

16. Corporate Transactions

If Bright Hill Properties Ltd is involved in a merger, acquisition, restructuring, sale of assets or similar corporate transaction, personal data may be transferred as part of that transaction, subject to applicable data protection laws.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be published on our website together with an updated revision date. We encourage you to review this Privacy Policy periodically.

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