



## Privacy Policy

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### 1. Introduction

This Privacy Policy explains how *The Property Partner* (“I”, “we”, “our”, “us”) collects, uses, and protects personal information provided by clients (“you”, “your”).

We are committed to safeguarding your privacy and complying with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

**Trading name:** The Property Partner

**Operated by:** The Property Partner is a trading name of Cherish Dean (Sole Trader)

**Email:** [cherish@thepropertypartner.uk](mailto:cherish@thepropertypartner.uk)

**Telephone:** 07701089226

By booking or using our services, you agree to this Privacy Policy.

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### 2. Information We Collect

We may collect the following information when you make a booking, enquiry, or payment:

- Name and contact details (email address, telephone number)
- Property address (for service delivery)
- Booking and service details
- Payment information (processed securely via third-party providers)
- Communication records (emails, messages, feedback forms)

We do **not** store full payment card details on our systems.

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### 3. How We Use Your Information

Your personal information is used to:

- Manage and confirm bookings
- Provide the services you have requested
- Send service updates, confirmations, and feedback reports
- Issue invoices and process payments

- Improve our services and customer experience
- Comply with legal or regulatory obligations

We will not use your information for marketing without your explicit consent.

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#### 4. Legal Basis for Processing

We process your personal data under the following lawful bases:

- **Contractual necessity:** to provide and manage your booking.
  - **Legitimate interests:** to operate our business efficiently and provide good service.
  - **Consent:** for optional communications or feedback requests.
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#### 5. Data Storage and Security

We take reasonable technical and organisational measures to protect your data against unauthorised access, alteration, or disclosure.

Data is stored securely on password-protected systems and reputable cloud-based platforms such as **SimplyBook.me** and **payment providers** (e.g. Stripe or PayPal).

We retain personal data only as long as necessary to fulfil the purpose it was collected for, or as required by law (e.g. accounting records).

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#### 6. Sharing Your Information

We may share your data only with trusted third-party providers who help us deliver our services, such as:

- Online booking platforms (e.g. SimplyBook.me)
- Payment processors (e.g. Stripe, PayPal)
- Email or communication tools

SimplyBook.me acts as a supplier and data processor on our behalf. It processes personal data in accordance with its own Privacy Policy and Data Processing Agreement, ensuring compliance with UK GDPR.

Personal data entered via the booking system is securely transmitted and stored by SimplyBook.me solely for managing appointments, confirmations, and related communications.

These providers only process your data on our instructions and in compliance with UK GDPR.

We will never sell or rent your personal information to third parties.

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#### 7. Your Data Rights

You have the following rights under data protection law:

- **Access:** to request a copy of your personal data.
- **Correction:** to request correction of inaccurate information.
- **Erasure:** to request deletion of your personal data (subject to legal obligations).
- **Restriction:** to request we limit how your data is used.
- **Objection:** to object to data processing based on legitimate interests.
- **Portability:** to request your data in a transferable format.

To exercise your rights, please contact [cherish@thepropertypartner.uk](mailto:cherish@thepropertypartner.uk).

We may need to verify your identity before processing your request.

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## 8. Cookies

Our website and booking system may use cookies to enhance functionality and analyse site usage.

You can adjust your browser settings to refuse cookies, but some features may not function properly without them.

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## 9. Data Transfers

If personal data is transferred outside the UK (for example, by SimplyBook.me servers), we ensure that adequate safeguards are in place, such as standard contractual clauses approved under UK GDPR.

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## 10. Updates to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements.

The most recent version will always be available on our website.

**Last updated:** November 2025

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## 11. Contact

For any questions about this Privacy Policy or how your data is handled, please contact:

**Cherish - The Property Partner**

Email: [cherish@thepropertypartner.uk](mailto:cherish@thepropertypartner.uk)