

Fitzwilliam Malton Estate Privacy Policy

This privacy policy was last updated in May 2018

Fitzwilliam (Malton) Estate ("we" or "our" or "us") respects your privacy and is committed to protecting it. This Policy explains the types of information that we may collect and hold, how that information is used and with whom the data is shared. It also sets out how you can contact us if you have any queries or concerns about this information.

This Privacy Policy applies to the site accessible from www.maltonestate.co.uk (the "Site") and data we collect and receive from you via this Site.

We reserve the right to make changes to this Policy at any time. Your continued use of our products, applications, services and websites that are subject to this Policy will signify your acceptance of any and all changes to this Policy made by us from time to time.

For the purpose of the Data Protection Act 1998 (the Act), and the General Data Protection Regulations (GDPR), from 25 May 2018, the data controller is Fitzwilliam (Malton) Estate, 88, Old Maltongate, Malton, York, YO17 7EG, United Kingdom – enquiries@maltonestate.co.uk – 01653 692849.

1. Information Collection and Use

1.1 We may collect information about you in several different ways. Please take care when submitting information to us, particularly when completing free text fields or uploading content, documents and other materials. Some of our services may be automated and we may not recognise that you have accidentally provided us with incorrect or sensitive information.

1.2 In order for Fitzwilliam (Malton) Estate to maintain its high standard of customer services and online facilities it is necessary to collect data from visitors on www.maltonestate.co.uk.

2. Data Collection and Purpose Specification

Personal data collected

2.1 On our Site you can make enquiries, request information, make purchases and subscribe to marketing or support materials via any one of our authorised channels. The types of personal information you provide to us on these pages may include name, address, phone, email address, personal preferences, interests, contact preferences, applicable device ID (s) relating to your product (s), delivery dates and place of purchase and payment information.

2.2 When you use our applications and services or other platforms, we may receive content that you choose to upload, such as product reviews, comments, photos and forum posts, or details of your interests and preferences that you choose to tell us about when, for example, selecting the services that you wish to receive.

2.3 Occasionally, we may also use your information to contact you for market research regarding our products and services. We will give you the opportunity to opt-out of market research and customers surveys.

2.4 We collect your personal data to help us understand your needs and interests and provide you with better services, for example, when you request information about our properties, we need to know your name, email address and contact number. Specifically, to better understand who uses our Site and the pages they access so as to be able to improve the Site.

2.5 We gather this information to allow us to arrange viewings you make for a property for example. The relevant information is then used by us, our agents and sub-contractors to provide any services requested by you and to communicate with you on any matter relating to the provision of the service in general.

2.6 We use website log files, cookies and digital analytics (Google) to gather information about how people use this site (www.maltonestate.co.uk). The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. To opt out of being tracked by Google Analytics across all websites visit <https://tools.google.com/dlpage/gaoptout>.

2.6.1 Google's privacy policy on data: <https://privacy.google.com/businesses/compliance/>

2.7 We do not collect or store your personal information (e.g. your name or address) in our website analytics. However, we can recognise that behaviours belong to a single person. The information collected helps us investigate whether each website meets its users' needs as well as to evaluate how each website can be improved. We store information about what pages you visit, how long you are on the site, how you got here and what you clicked on.

2.8 Competitions and Prize Draws

2.8.1 We may also use the data that we have collected for promotional purposes such as, to hold competitions prize draws, contests and other promotional offers across all platforms (website/online media as well as offline platforms including at exhibitions and trade shows and events), contact winners and to fulfil prizes to winners and, where applicable, accompanying guests.

2.9 When you contact us directly

2.9.1 When you send us or provide us with personal information via email (that is, in a message containing a question or comment, or by filling out a form that emails us this information) or via telephone, we use it to respond to your requests.

a) When you email us

If you email us, or give us your email address, we will keep a record of it. We may use it to contact you occasionally about other products and services which may be of interest to you, unless you ask us not to do so. We will not give your email address to any unauthorised third parties, unless specifically stated otherwise. We will retain your email and our response to it for as long as the business issue remains. After this, the information will be confidentially destroyed.

When you email us please remember that the content of your email is insecure and could be intercepted. Accordingly, please keep the amount of confidential information to a minimum and we will do likewise when we reply.

b) When you write to us

If you contact us via post, we will retain your letter/postal address/personal information and our response to it for as long as the business issue remains. After this, the information will be confidentially destroyed.

c) When you phone us

We do not collect caller line identification information when you call us. We will only collect personal information that you consent to provide to us in order for us to deliver a service.

d) When you meet us in person

When you visit us at a public event, such as a trade show or market or participate in one of our surveys, competitions or prize draws, we may ask for information, such as your business card, name, contact details, interests and marketing preferences.

2.10 When we contact you

a) When we email you

- We may email you regarding a contract or service or in response to a request that you have made. Your data will be stored as long as there is a legitimate business reason to do so to fulfil the request.
- We only send emails to you promoting Malton where we have your consent to do so. However, if you subscribed to regular information via email before 25th May 2018, you have not asked us to stop and you have engaged with the content recently, we will continue to contact you. The legal basis for this is legitimate interest.
- We store this in a secure database for as long as there is a legitimate business reason to do so, unless you withdraw consent. If you withdraw consent, we will delete your data within one month.
- You agree that if we transfer ownership or management of the Site to a third party we may also transfer your data to such third party, provided such third party agrees to observe this policy.
- If we wish to use your personal data for a new purpose, other than for which it was originally supplied, we will ask you first. We take seriously the trust you place in us.

2.11 Information we collect from other sources

2.11.1 We may also collect information from publicly available sources and third parties.

2.11.2 When you seek to make a purchase from us, we may carry out credit and financial checks to ensure payment is not made fraudulently and that you have a suitable credit rating.

2.12 Information we collect in relation to social networks

2.12.1 If you use any of our social network pages or applications or you use one of our products or services that allow interaction with social networks such as Twitter, Instagram or LinkedIn, we may receive information relating to your social network accounts.

For instance:

- a) If you log-in to one of our websites, applications or services using your social network account, we may receive basic details from your social network profile. The basic details we receive may depend on your social network account privacy settings; however, they might include your social network ID, name, profile picture, gender and locale. We may also receive additional information from your profile if you give us permission to access it.
- b) If you click on a 'like' or 'tweet' or similar button in one of our websites or services, we may record the fact that you have done so. In addition, the content that you are viewing may be posted to your social network profile or feed. We may receive information about further interactions with this posted content (for example, if your contacts click on a link in the posted content), which we may associate with the details that we store about you.
- c) If you 'like' or similar one of our pages on a social network site, we may receive information about your social network profile, depending on your social network account privacy settings.

2.12.2 For more information and for details about how you can control access to your social network profile, you should view the privacy policy and other guidance available on your social network's website.

TWITTER: <https://twitter.com/en/privacy>

INSTAGRAM: https://help.instagram.com/519522125107875?helpref=page_content

LINKEDIN: <https://www.linkedin.com/legal/privacy-policy>

2.13 Statistics and Research

2.13.1 We may use your information to create user group profiles or segment data and to otherwise create anonymous, aggregated statistics about the use of our websites, products and services which we may share with third parties and/or make available to the public.

2.14 Product/Services Improvement

2.14.1 We may use your information to improve and enhance our existing products, services and applications and develop new offerings, recommendations, advertisements and other communications and learn more about customers' shopping preferences in general.

2.15 Publish your reviews, comments and content

2.15.1 Where you have uploaded product reviews, comments or content to our websites or services and made them publicly visible, we may link to, publish or publicise these materials elsewhere including in our own advertisements.

2.15.2 In general, we do not share or disclose information about you to third parties without your consent. However, there are exceptions:

2.16 Our authorised data processors and service providers

2.16.1 We may use other third party service providers to provide certain data processing services for us (acting as our authorised data processors). Examples of authorised data processors could include billing and fulfilment partners, data analytics providers who process information on our behalf for the purposes outlined above. For example, we may use the services of third parties to personalise content, fulfil orders, deliver packages, send postal mail and emails, send text messages (SMS), provide marketing assistance, process credit card payments, provide fraud checking services and provide customer services.

2.16.2 When acting as our authorised data processors, our service providers are required to only process data in accordance with our instructions, in line with this Policy, and are subject to appropriate confidentiality and security obligations.

2.17 Marketing communications

2.17.1 When you provide us with contact details, such as when you purchase a product, contact us for customer support or create an account for one of our services, you may be given the opportunity to opt-in to (or in certain cases where applicable law allows, opt-out of receiving various newsletters and other communications from us. These communications may include, for instance, details about our latest products and services, including upgrades and special offers in which you may be interested.

a) Newsletters

- We send email newsletters to those who have actively opted-in to receive them.
- To provide these newsletters, we request contact details including but not limited to your email address and name.
- We only collect this data when we have your consent and retain it on a secure database. We store this data for as long as there is a legitimate business case to do so, unless you withdraw consent. If you withdraw consent it will be deleted within one month.

2.17.2 Marketing Communication Preferences

2.17.2.1 You can change your marketing communication preferences at any time.

2.17.2.2 If you would like to unsubscribe from an email sent to you, follow the 'unsubscribe' link and/or instructions placed (typically) at the bottom of the email. But note that:

- a) If you use more than one email address to shop with us or contact us on, you will need to unsubscribe separately for each email address
- b) This method will only unsubscribe you for emails. You will need to separately unsubscribe for other types of marketing communications you receive.
- c) Please note that we may occasionally send you important information (including via email) about our products and services that you are using or have used including essential software updates, changes to applicable terms and conditions and/or other communications or notifications as may be required to fulfil our legal and contractual obligations to provide warranty or after sales repair services.

2.17.2.3 These important product and/or service communications are not affected by your marketing communication preferences.

2.16.3 Third party newsletters

If you request or agree to receive information or newsletters from one of our business partners, we may provide that third party with your details so that they can contact you and/or respond to your request.

3. Sharing of information provided by you

3.1 A number of our websites, applications and services allow you to upload and share messages, photos, video and other content and links with others and/or create a publicly accessible profile for your account. For example:

3.1.1 The communities and forums area (where applicable) of our websites allows you to post comments (with your account name), which are visible to other users of that service

3.1.2 Other services allow you to share a link which if clicked on may allow the recipient to access your uploaded content.

3.2 Please be aware that any content and links that you share via our websites, applications and services might, for instance, be forwarded by your recipients to others. You should always exercise discretion when using such applications and services. We ask our users to take responsibility for protecting their own privacy online and to also respect the privacy of others. Participants in any communities, forums and message boards are prohibited from disclosing their own personally identifying information other than their own online IDs. Disclosure of phone numbers, addresses, age or other personally identifying information that may breach someone else's privacy is prohibited. Encouraging or asking users to publicly disclose their personally identifying information is also prohibited.

3.1.1 Legal and business purposes

We may use and/or disclose to third parties information about you:

- i. To government bodies and law enforcement agencies to prevent fraud, to comply with applicable laws, regulations and court orders and to comply with valid legal information requests from such bodies
- ii. To third parties (including professional advisors) to enforce or defend our legal rights or the terms and conditions of any of our websites, products or services
- iii. To a third party purchaser or seller, and its and our professional advisors, in connection with a corporate event such as a reorganisation, merger, business acquisition or insolvency situation

3.1.2 Anonymous statistics

We prepare anonymous, aggregate or generic data (including “generic” statistics) for a number of purposes as outlined above. As we consider that you cannot reasonably be identified from this information, we may share it with any third party (such as our partners, advertisers, industry bodies, the media and/or the general public).

4. Security

We do not give visitors to our Site the option of using a secure transmission method to send us their personal data, unless otherwise indicated. Accordingly, your attention is drawn to the fact that any information carried over the Internet is not secure; information can be intercepted, lost, redirected, changed and read by other people.

4.1 What we do to protect your information

- 4.1.1 We take a number of steps to protect your information from unauthorised access, use or alteration and unlawful destruction, including where appropriate:
- We use leading technologies and encryption software to safeguard your data, and set strict security standards to prevent any unauthorised access to it, namely, using Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive information, such as credit card details (SSL encryption is designed to make the data unreadable by anyone but us)
- 4.1.2 However, Fitzwilliam (Malton) Estate acknowledges your trust and is committed to protecting the information you provide to us. To prevent unauthorised access, maintain accuracy, and ensure proper use of information, we have employed physical, electronic, and managerial processes to safeguard and secure the information we collect online.
- 4.1.3 All our employees and data processors, who have access to and are associated with the processing of personal data, are obliged to respect the confidentiality of our visitors' personal details.

5. Automatic Collection of Information

5.1 Our Site uses Cookies to collect information about your use of the website and internet preferences. This information is used to provide customised and more useful visits to our site by recognising you when you return. By using the Site you consent to the collection and use of this information. If you do not wish to have this information collected please change your computer's security settings to block cookies. However, blocking cookies may restrict access to the Site.

5.2 There are two types of cookies used on the Website:

- 5.2.1 **Session (Transient) cookies:** these cookies are erased when you close your browser, and do not collect information from your computer. They typically store information in the form of a session identification that does not personally identify the user.
- 5.2.2 **Persistent (Permanent/Stored) cookies:** these cookies are stored on your hard drive until they expire (i.e based on a set expiration date) or until you delete them. These cookies are used to collect identifying information about the user, such as Web surfing behaviour or user preferences for a specific site.
- 5.2.3 For more information about cookies and to see the cookies that are used, right click on the “secure” link in the navigation bar, which will bring up a drop down menu that will give you the option to view all of the cookies that are in use.

The table below lists the key cookies that are on the website.

Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_\${Proxy-ID}_\${Site-ID}	Session	Security
incap_visid_\${Proxy-ID}_\${Site-ID}	Session	Security
nlbi_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identify logged in site members
JSESSIONID	Session	Essential for operation and navigation of the Website
_utma, _utmb, _utmc, _utmz	Session	These are used by Google Analytics to collect information about how visitors use the site.

- 5.2.4 We may embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your device once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit YouTube's embedding videos information page: <https://www.google.com/support/youtube/bin/answer.py?hl=en-GB&answer=171780>.
- 5.2.5 We may display feed widgets (widgets that display a feed from our social network page). These widgets do not create a cookie.

6. Feedback, including comments and questions

6.1 We value your comments and opinions. If you have any comments or questions about the Fitzwilliam (Malton) Estate's use of your information or about this Privacy Policy, please send an email to enquiries@maltonestate.co.uk

7. Your Rights

- 7.1 Under the General Data Protection Regulations, you have rights as an individual which you can exercise in relation to the information we hold about you.
- 7.2 Read more about your individual rights on the [Information Commissioner's Office](#) website.

7.3 Your Rights to Access Personal Data

- 7.3.1 If you would like a copy of the personal information that we store about you in our customer databases, please contact us. We have to provide you with a readable copy of the personal data, which we keep about you, within 40 days of receiving your written request. You may be asked to provide some proof of identification so that we can verify that it is you making the request. We reserve the right, subject to applicable law, to charge a fee (subject to any cap on fees as required by applicable law) for inspection of your personal data held by us.
- 7.3.2 This is in addition to your legal rights, including the right to access a copy of your personal information, the right to request the deletion or updating of any inaccurate personal data and the right to object, in some cases, to our processing of your personal data. You can exercise these rights by contacting us using the details given in the "Contact us" section on our websites or by using the information provided below.
- 7.3.3 The Fitzwilliam (Malton) Estate strives to keep your personal data accurate and encourages you to contact us at enquiries@maltonestate.co.uk to update your information, if necessary. This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of Fitzwilliam (Malton) Estate's collection and use of personal information. However, we are happy to provide any additional information or explanation needed.
- 7.3.4 For any enquiry or concern about our privacy policy, or to request access to your personal data please contact our relevant data manager:
- Email: enquiries@maltonestate.co.uk
- Address:
- Fitzwilliam (Malton) Estate
88 Old Maltongate
Malton
North Yorkshire
YO17 7EG
- Telephone: 01653 692849
- 7.3.5 It is both in our interest and yours to hold accurate data. If the data we hold on you is inaccurate in any way, where appropriate, you may have the data:
- erased
 - rectified or amended
 - completed
- 7.3.6 We reserve the right to refuse to provide you with a copy of your personal data, but will give reasons for our refusal and allow you to challenge our decision.
- 7.3.7 We will only retain your personal data for as long as is reasonably necessary for the various purposes set out in section 2 above or to otherwise comply with any applicable laws and regulations concerning the mandatory retention of certain types of information relating to our customers and/or any commercial transactions with them. Should any personal data held by us no longer be required by us for any of the purposes set out in section 2 above "How we use the information that it collects", we undertake to take reasonable steps to destroy or de-identify any personal data after a reasonable period of time has elapsed.

8. Complaints and Disputes

- 8.1 We are committed to working with you to obtain a fair and rapid resolution of any complaints or disputes relating to privacy matters.
- 8.2 When you make a complaint to us, you can do so via email or letter.
- 8.3 Please send us your questions and comments regarding our privacy practices to enquiries@maltonestate.co.uk or send us a letter to:

The Estate Manager
88 Old Maltongate
Malton
North Yorkshire
YO17 7EG

9. Changes to this Privacy Policy

- 9.1 We keep our privacy notice under regular review. This privacy notice was last updated on 23rd May 2018.
- 9.2 Please be sure to check our Privacy Policy on a regular basis before proceeding to use our Site. If there are changes or additions to the terms of this Privacy Policy, we will post those changes on our Site so that you will always know what information we collect online, how we use it, and what choices you have. Regardless of any changes we make to our Privacy Policy, we will always use your personal data in accordance with the Privacy Policy in place at the time you provided your information, unless you give your express consent for us to do otherwise.
- 9.3 If you do not agree to these changes, please do not continue to use the Fitzwilliam (Malton) Estate website to submit personal information. If material changes are made to the Privacy Policy, for instance affecting how we would like to use your personal information, we will provide a more prominent notice.
- 9.4 You can access this policy at any time through the link at the bottom of our websites.

10. Links

10.1 This website contains links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site, and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

11. Glossary

Browser

A software application used to locate and display Web pages.

Cookie

Message given to a web browser by a web server. The browser in a text file called cookie.txt then stores the message. Each time the browser requests a page from the server, this message is sent back. A cookie's main objective is to identify users and personalise their visit by customising web pages for them for example by welcoming them by name next time they visit the same site. A site using cookies will usually invite you to provide personal information such as your name, email address and interests.

Log Files

Website log files collect your IP address when you visited the site and the pages you visited. We use IP addresses to analyse trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. An IP address is a numeric code assigned to a device based on your geographical location. If for example you are in Malton, your IP address will be the same as other users accessing the internet from Malton.

IP (Internet Protocol)

All networks connected to the Internet speak IP, the technical standard that allows data to be transmitted between two devices. TCP/IP (Transmission Control Protocol/Internet Protocol) is responsible for making sure messages get from one host to another and that the messages are understood.

Web Server

Delivers (serves up) web pages to your computer.