

Data Collection and Use

Ashmore Surveyors Limited (ASL) will request or will have requested certain non-sensitive data from you to be able to fulfil its obligations as Professional advisers to you as Client or prospective Client. This data will primarily include (but not necessarily restricted to)

Your name(s)

Current correspondence address

Telephone number(s) –mobile and/or fixed landline (current at the time of collecting data)

E-mail address if applicable

Your Legal Adviser details (if applicable and if provided)

We will not request further verification of this information, nor additional sensitive information including date of birth, National Insurance number, passport number and other details, driving licence.

The non-sensitive data you agree to provide to ASL is reasonably required to maintain adequate contact between us whilst we undertake Professional Work on your behalf.

That data will be retained on our files in the following forms

Scanned PDF of handwritten proforma, taken when receiving verbal, written or emailed instructions on our Subject file relating to the property within the Microsoft ® Computer Operating System.

Scanned PDF of handwritten site notes, taken during inspection on our Subject file relating to the property within the Microsoft ® Computer Operating System.

Scanned PDF of formal letter of instruction from you or your Professional or Financial Advisers which may provide non-sensitive data to us to enable us to carry out Professional work on your behalf or an authorised Third Party (Solicitor, Taxation Authority, Civil or Criminal Court)

Microsoft Word® document and PDF of any report or other document prepared for you or an Authorised Third Party involving you, which may include both non-sensitive and Professionally privileged information.

Your email address and any emails that have been sent between us will be retained, either as active files or archived within Microsoft Outlook ®. This information may be found on any PC used by a staff member who has had an involvement in the case and sent or received emails from you or involving you.

Any photographs, videos or other images recorded in the course of our inspection will be retained within the above-stated file storage systems.

All PCs used by staff members are Password-protected.

In addition to being stored on a Password-protected PC in an office locked when not in use, back up data is stored on a Microsoft Cloud based drive operated by a professional I T company, and both manual and automatic data back-ups are performed regularly, as part of our Disaster Recovery policy.



Data is protected as far as is reasonably possible by the use of up to date, fully Licensed and authorised high-quality Internet Security software.

Relevant passwords are known only by the Members of Staff who have the authorisation of the Company to access the data.

Privacy Policy

The data we hold on you is of a non-sensitive nature.

It will not be passed to any Third Party whatsoever, whether for the purposes of Marketing or future business development, either by ASL or others.

It will only be passed with your express verbal or written consent (including SMS text, email or Facebook private message) to a Third Party contractor whom you may require to undertake work on your behalf or issue a quotation, and where you require us to assist you in appointing that party or liaising with them generally.

The address data we hold is likely to become obsolete if we act on your behalf in the purchase of a property for your own occupation. We will only use the data that we hold together with any information that can be found in the public domain if we need to contact you in the future on a matter of Commercial necessity, for example, if you owe us money for Professional Services and have moved without having settled outstanding fees, whether or not the non-payment is intentional.

On such occasions, we reserve the right to pass data we hold (or are reasonably able to adduce from non-privileged sources) to an appointed Third Party Credit Control Firm, and subsequently to an appointed Third Party Solicitor in contemplation of Legal Proceedings for recovery of outstanding money.

Payments for Professional Services by Credit or Debit Card

When you pay an invoice, you may contact the office of ASL in person or by telephone to make payment by way of a Credit or Debit Card.

We will ask you for the minimum information necessary to allow a Transaction to be verified and concluded. We will not ask for the billing address that the card is registered to.

If the card is in the name of somebody different to the person stated as being the caller, we will require you to ask that person to make the payment to ensure that the card is only being used with the authority and full knowledge of its' owner.

We use Takepayments Merchant Services (via Barclaycard) as a terminal based card processing portal to input the payment data you provide to us. The account is password-protected and can only be operated from a Terminal based in an office which is locked when not occupied by authorised staff members.

The data you provide is only typed into the Terminal at the time of making payment. No other full record of it is taken i.e. written notes or recorded telephone call. Once payment is completed, a receipt is retained (and a copy sent to you electronically by PDF or in the post, printed). Sensitive card data is encrypted and is not retained.

Card data is not provided to Third Parties for any purpose whatsoever.

Telephone Calls made or received



Ashmore Surveyors is a Practicing name of Ashmore Surveyors Limited, a Company registered in England and Wales. Registration Number 8216909. Registered Office: 30a Weddington Terrace, Nuneaton, CV10 0AG.

Regulated by RICS.

www.ashmoresurveyors.co.uk

We do not record telephone calls for training, monitoring or any other purpose including the collection or harvesting of information about you.

Photographs and other Imaging (including video) – [Images]

Dependent upon the nature of our relationship with you, it may be necessary to take photographs or other images, still or moving, of and sometimes within a property. The reasons we would normally do this are when we are reporting on your property to a Third Party with an interest in it, and who has instructed us to inspect it. They would normally require sufficient photographs to be provided to allow them to identify the property, and salient and relevant features and record aspects of its condition.

If the premises are your home, we will take images of the areas we deem relevant. If there are vehicles at the property, we will endeavour to take images that do not show VRNs (Vehicle Registration Numbers).

We will not take images where children (under the age of 18) would appear. We will endeavour not to take images of any occupiers.

We will take every care not to take images involving personally sensitive information, nor family pictures.

Images will be retained on our secure files and only transmitted to the party who provides instructions to us as part of the requirements of any report we provide. Images are not retained for any other purpose but may be required as a record of an inspection, especially in the case where a dispute may arise in the future as regards the condition of the property.

Third Party Marketing

ASL does not pass any information about you to Third Parties for the purpose of that Third Party seeking to contact you in connection with their Business Marketing.

ASL Marketing/Business Development

We may contact you by email on **one occasion only** after we have undertaken a particular piece of work on your behalf solely to request that you provide feedback regarding our service. If we undertake additional work on a different matter, the request for feedback may be sent again in relation to that job.

You are entitled to ignore the email and a response is not obligatory.

It will not be necessary for you to 'unsubscribe' to stop receiving emails from us.

Emails that may be sent between us that relate to the work carried out and any ongoing queries from you or your appointed Third Party adviser are of course not subject to this restriction.

We will NOT make any unsolicited contact directly with you, either by telephone, in writing or by email as a means of marketing our services.

If you receive further unsolicited emails from Third Parties purporting to be us, then we ask that you advise us as it may be that our details have been misused and stolen.

We do our utmost to ensure that we are not vulnerable to attack from 'hackers' and use arguably the highest quality Internet Security package available to prevent this from occurring.

Our website will be maintained to promote our business and it is freely accessible to the general public.



Ashmore Surveyors is a Practicing name of Ashmore Surveyors Limited, a Company registered in England and Wales.
Registration Number 8216909. Registered Office: 30a Weddington Terrace, Nuneaton, CV10 0AG.
Regulated by RICS.

www.ashmoresurveyors.co.uk

Social Media

ASL has a Facebook presence (Ashmore Surveyors Limited). This may be used from time to time to promote our business.

If, as an Individual you have 'Liked' the page, then you may receive notifications from us from time to time. You have the option to 'Unlike' the page or turn off notifications if they are of no relevance or annoying to you.

If we post an image on Facebook which relates to a property that you have an interest in, the image will be described generally, and no address or general location identifiers will be used. Normally this image would take the form of a particular feature of a property, such as a structural issue, which ASL deem would be helpful to display, either as a matter of interest to Page Followers, or to promote their services and raise awareness of the nature and scope of their work.

If you wish the image to be taken down, then the Post will be removed. We will however make every endeavour to consider the sensitive nature of such an image and whether it will likely impact adversely on any Parties who may view it from time to time.

Model Reports

ASL produces a suite of Model Reports as part of their Business promotion to provide information to intending Clients about the nature and scope of service the Firm offers.

These Model Reports are stated as being actual Surveys undertaken but with names and addresses fictionalised so that, as far as is practicable, the property could not be readily identified by a person reading it.

Changes will include fictionalising the names and addresses of Purchasers, Legal advisers and the Name, street name, Town, County and Postcode of the property as well as references to road names and classifications.

It may be, from time to time that, as a former Client of the Firm, the property type that you purchased was deemed to be of sufficient interest to produce a Generic Model report, and on the strict understanding that we will make any property and personal identifiers sufficiently vague and untraceable, you agree to us doing this on the grounds of reasonable future business generation and promotion.

The suite of Model Reports includes pre-purchase Surveys and also Valuations undertaken for different purposes including for Courts.

Where we have taken a series of images as part of a Valuation, these will not be included on a Model Report.

Where we have taken a series of images for an inspection such as a Schedule of Condition (where usually a couple of hundred images are taken), a small selection of generic condition-related images will be used but none that identify the property in relation to identifiable features in terms of location.

Ashmore Surveyors Limited has a reasonable right to use Surveys and imaging that they have produced to assist them in future business generation on the grounds of Commercial Necessity.



Ashmore Surveyors is a Practicing name of Ashmore Surveyors Limited, a Company registered in England and Wales. Registration Number 8216909. Registered Office: 30a Weddington Terrace, Nuneaton, CV10 0AG. Regulated by RICS.

www.ashmoresurveyors.co.uk

I/We have read and understood the GDPR Policy Statement of Ashmore Surveyors Limited, and agree for my/our data to be held for file maintenance, shared only for the purposes of the reasonable collection of outstanding fees, and used when suitably fictionalised to assist them in their future Business promotion as described above.

Signed: _____

Dated this: _____

Property to inspect: **xx**

END OF POLICY STATEMENT



Ashmore Surveyors is a Practicing name of Ashmore Surveyors Limited, a Company registered in England and Wales.
Registration Number 8216909. Registered Office: 30a Weddington Terrace, Nuneaton, CV10 0AG.
Regulated by RICS.

www.ashmoresurveyors.co.uk