

Your privacy is important to us and this policy details what information we may collect from you, how it is collected, how we will use it and who we might share it with, when you use the Mansion Student website (i.e. the Website operated by The Mansion Group Ltd together with the content, any search facilities, directory services, downloads, links and other internet services provided by The Mansion Group Ltd from time to time)

Mansion Student is part of The Mansion Group Ltd. We are committed to protecting the rights of individuals in line with the Data Protection Act 1998 and the General Data Protection Regulation. For this purpose The Mansion Group Ltd is the Data Controller and their address is 1 Oakwood Square, Cheadle Royal Business Park, Cheadle, Cheshire SK8 3SB.

### Data Protection Officer

The Mansion Group has a Data Protection Officer who is responsible for ensuring that we comply with all data protection legislation. They can be contacted by email at [dpo@themansiongroup.co.uk](mailto:dpo@themansiongroup.co.uk), or by writing to The Data Protection Officer, The Mansion Group Ltd, 1 Oakwood Square, Cheadle Royal Business Park, Cheadle, Cheshire SK8 3SB.

### Why is the information collected?

We collect information about you when you register with us or enquire about our accommodation or services via our website. We will collect information that is necessary for us to provide you with the service you require, to make an offer of accommodation, or for the performance of an Accommodation Contract.

We also collect information when you voluntarily complete customer surveys, provide feedback and participate in competitions.

### What information do we collect about you?

The information we may collect from you may include:

- Your name, user name, gender, date of birth
- Your contact details including, home address, home telephone number, mobile number, email address
- Your year of study, university or college course details
- Nationality, next of kin details and Guarantor details (if applicable)
- Accommodation preferences (e.g. preferred room type, sharing preferences)
- Credit/debit card details
- Whether you are an existing or prospective tenant
- Some of the information which we may collect could be sensitive personal data, which includes information about your health



If you provide personal information about a third party to us, (e.g. information about your next of kin, or a Guarantor, if applicable) you represent and warrant that you have obtained the consent of that third party for the collection, use and disclosure of their personal information to enable us to process your application for accommodation.

When you visit our website we collect information about your tastes and preferences when you tell us what these are, and by analysis of customer traffic, including the use of cookies (see below).

If you use the LiveChat service on our website we will collect your name, email address, telephone number/s and the contents of your LiveChat session. This information is recorded and you can request a transcript of your LiveChat session.

### **How will the information be used?**

Any personal information you provide will be stored and used by us in accordance with this policy and to comply with the Data Protection Act 1998 and the General Data Protection Regulation. We use the information we have collected about you for the following purposes:

- To check your identity
- To provide our services to you ensuring where possible that they meet your requirements
- To process your application for an Accommodation Contract, prepare the relevant contract and any other documents as may be required
- To enter into an Accommodation Contract with you and meet our contractual obligations
- To manage your account with us
- To communicate with you and respond to any requests from you
- If we collect any sensitive personal data from you, for example if you have a disability that needs to be taken into account when allocating accommodation, we will only use this information to determine if we have accommodation that will be appropriate for your specific needs. If you provide this information you consent to us using it for this purpose; if we are not aware of this information, accommodation could be allocated to you which may prove to be unsuitable
- If you give your consent, to contact you about any changes to our website, any new services or offers that you might find interesting, or to provide you with information regarding accommodation with us in the future
- To obtain feedback about the services we provide and use it to make improvements
- To help us develop the design and layout of our website to ensure that the site is as useful and enjoyable as possible and to personalise your repeat visits
- To operate our systems properly or to protect the Company or its users
- Review and analyse the market



- With your consent we may track some emails so that we can tell how much traffic they send to our website and we can track, at an individual level, whether the user has opened and clicked on the email. We use this information to understand open and click rates on our emails to try and improve them. Sometimes we use the personal information, for example to re-email people who didn't click the first time

In limited circumstances we may use your personal information for a purpose other than those set out in this policy. If this situation arises we will provide you with information relating to that other purpose before using your information.

### What is the legal basis for using your information?

To comply with the General Data Protection Regulation we are required to have a legal basis for collecting and using your personal data. The lawful reasons we rely on to use your personal information for the purposes set out in this privacy policy are:

- It is necessary to collect your personal data to enable us to provide you with information, to process your enquiry or for the entry into and performance of an Accommodation Contract
- If you have given your consent, we will use your personal information to contact you about new services and offers, or about accommodation with us in the future
- If you provide us with any sensitive personal data we will rely on explicit consent as the legal reason for processing this information only
- If it is necessary for us to use your information to comply with a legal obligation

### Who do we share your personal data with?

We will protect and keep your personal data confidential but subject to the provision of any applicable law and depending on the services concerned, we may disclose your information to the following third parties:

- Companies working on behalf of The Mansion Group Ltd where necessary to provide you with the services that you have personally requested and to process your Accommodation Contract with us
- A credit reference agency, if applicable, to process your Accommodation Contract
- The relevant government-backed tenancy deposit scheme to secure and protect your deposit
- A debt collection agency in the event of default or disputes
- When conducting a Tenant Satisfaction Survey to comply with our membership of The ANUK/Unipol National Codes
- Our joint venture partners, if applicable
- Our professional advisers, for example solicitors and auditors



- In the event of the sale or investment of some or all of our business and assets, or as part of any business restructuring or reorganisation, we may transfer information relating to tenants and guarantors to the new owner, but steps will be taken to ensure that your privacy rights continue to be protected
- Olark, the company that processes the data from LiveChat on our behalf to supply and support this service
- Contractors and sub-contractors, if it is necessary to provide you with a service that you have requested or in relation to your Accommodation Contract with us. Any personal information supplied to them will be the minimum required to address your individual needs
- Any relevant government regulator, authority or law enforcement agency to comply with any laws, rules and regulations imposed by any governmental authority
- The police, if the information is required to detect or prevent a crime
- To provide aggregate statistics about our services, customers, web traffic patterns and other website information, but these statistics will not include any information that could personally identify you

The Mansion Group Ltd requires that third party organisations which handle or obtain any personal information are required to comply with the Data Protection Act 1998 and the General Data Protection Regulation acknowledge the confidentiality and sensitivity of the data, undertake to respect individual's rights to privacy and only use the information for the limited purposes which have been agreed.

Other than indicated above, we will not disclose any of your personal information without your consent unless we are required to do so by law.

We will not sell, rent out or trade your personal information to any other third party. We will not transfer the information you provide to us outside of the European Economic Area.

### **How Do We Protect your Information?**

When you input information or request services from us via our website, we use a fire wall; this lets you input information safely whilst effectively preventing that information from being accessed by unauthorised persons.

We have strict security procedures covering the storage and disclosure of your information in order to prevent unauthorised access to comply with the Data Protection Act 1998 and the General Data Protection Regulation. This means that sometimes we may ask for proof of identity before we disclose personal information to you. Only relevant members of staff will access the personal information you give to us.



### Google Analytics

We use Google Analytics software to collect information about how you use our website. We do this to help make sure the site is meeting the needs of our users and to help us make improvements. This information is only processed in a way which does not identify anyone. For more information visit <https://support.google.com/analytics/answer/6004245>

### Cookies

Cookies are small files, stored either in your computer or mobile device's memory, or hard drive when visiting most major websites. They help the site 'remember' if you've visited it before. You can read more about how we use cookies in our [Cookies Policy](#).

### Links to other Websites

This Privacy Policy only applies to this website. We are not responsible for the practices and privacy policies of other websites accessed by links from our Website. We strongly recommend that you check the policy of each site you visit to find out how they use the personal data that they collect from you.

When you access our Website through social media, or we provide links to social media sites from our Website, you should be aware that the privacy implications vary from social media site to social media site and will be dependent on the privacy settings you have chosen on these sites. Please refer to the social media site's privacy and cookies policy for more information.

### How long do we keep your Information?

We will store any personal data which you have given to us for as long as you continue to use our services. However, there are various legal requirements and/or business best practice requirements that determine the retention periods for different kinds of information.

We will regularly review the personal data we hold, and delete anything we no longer need, unless there is a special reason for keeping it. An example of this could be if we require the information to help us recover rent arrears after someone has left one of our properties. For more information see our [Retention Policy](#).

### What are your rights in relation to the information we hold about you?

- You can request a copy of the personal data we hold on you, details of how we use and store your data, or receive further details regarding your rights
- If any personal data we hold regarding you is incorrect, you may request a correction to this information at any time



- You may request that we stop processing your personal data at any time or to object to our continued use of your data. This does not affect any processing that has been carried out prior to your request being received
- You can request us to limit what we do with your information
- You have the right to request that we transmit all or any personal data we hold regarding you to a third party in a commonly used format
- You have the right to ask us to delete any or all personal data that we hold on you. The only reason we would not carry out this request is if it would result in us being in breach of other legal or regulatory obligations we have, but we would always inform you at the time if this was the case
- If we have been using your information on the legal basis of consent, you have the right to withdraw your consent at any time. This wouldn't affect any use of your personal data carried out up until that point, but would have immediate effect from when we receive your request

Our obligations to comply with the above rights may be subject to certain exemptions.

Any requests or objections should be made in writing to the Data Protection Officer by email to [dpo@themansiongroup.co.uk](mailto:dpo@themansiongroup.co.uk) or in writing to The Data Protection Officer, The Mansion Group Ltd, 1 Oakwood Square, Cheadle Royal Business Park, Cheadle, Cheshire SK8 3SB.

### Customer Feedback and Complaints

We welcome your questions and comments about privacy issues and the design of our website. If you are not happy about how we are using your personal data, please email us at [dpo@themansiongroup.co.uk](mailto:dpo@themansiongroup.co.uk) and we will try to resolve your complaint.

If you are not satisfied with our response you can contact the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk), click the "Report a concern" link and then following the steps found on the page. Alternatively you can write to them at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

### Changes to our Privacy Policy

Mansion Student will keep this privacy policy under regular review. We may change the policy from time to time by updating this page, so that you are always kept informed of how we collect and use the information and when we would disclose it.

