



## Privacy Statement

### Overview

This Privacy Policy, in conjunction with our standard Terms and Conditions, sets out how we, collect, store and process personal data about you when you use or interact with us.

This policy covers all users of the website, individuals who sign up for our newsletter or who are guests who make a booking, members of the guest's party and any other individual about whom we collect personal information.

### General Information

Florida Homes collects names, email addresses and certain other Personal Information to contact you about your potential rental, purchase or sale of a villa in Florida and other information that might be of interest to you. We only collect information that we need for these purposes – e.g. names of occupants of the villa for insurance purposes, amount paid for the rental etc, potential budget for a purchase etc.

You can review, amend or ask to have this information deleted by emailing [enquiries@florida-homes.co.uk](mailto:enquiries@florida-homes.co.uk) at any time.

Your Personal Information is not passed to any third parties except those that are directly involved with the purchase, sale or rental of your home. We will do our utmost to keep your personal information private and will only use this information in relation to your rental agreement or sale/purchase of your home.

You also have the option for your name and email address only to be added to our mailing list where we send occasional information about Florida Homes and related subjects. You are able to opt out of this at any time.

Whenever a booking or enquiry is made it is input into our system - we also pass your data and information on to the operators or owners of the accommodation you are making the booking with where needed.

## **How we collect data**

When you provide it to us through our website.

When you make an enquiry via our own website, social media pages, email, phone, or other 3<sup>rd</sup> party booking site, for example VR360, VRBO or Villa 2000.

When we meet you at an exhibition or networking event or elsewhere and you show a desire to be contacted about our villas.

When you have asked us to rent your home through us and we have collected that information necessary to do this – this may include calendar synchronisation.

## **What information we may collect**

We may collect and process the following data about you:

- Data that you provide by making an enquiry. This may include name and contact details, information about your properties, your pricing and availability and your customer details.
- Details of any accommodation booking made including guest names and addresses, holiday dates, the date and time the booking was made, how payment was made and the correspondence between you and us.
- Details of any villa you may be interested in purchasing or any that you have to sell. Including budget information.
- Information you provide us in order to answer or respond to an enquiry you make via a telephone conversation or email enquiry or enquiry via a third party booking system. A record of the conversation or correspondence may be kept.

## **Disclosure of information to 3rd parties**

We will only disclose your data to the extent it is necessary to run our business.

We will provide your personal data and information to the owners or operators of the rental accommodation that you book via our service, or to the realtor or other related service providers when purchasing or selling a home in Florida.

These companies are responsible for their own privacy policy – however we do advise that because we work with overseas partners they may not comply with the European GDPR rules. We will only pass this information on with your permission.

If you are a villa owner - we use the Channel Management facility to sync your property calendar.

If we buy or sell the business or any business assets we may disclose your personal data in order to effect the transaction.

We will also disclose your personal data where required by law or to enforce our own legal rights.

We use Bookalet to store all information about our rental and sales enquiries – the Bookalet privacy policy can be found here: <https://www.bookalet.co.uk/privacy>

We use Mailchimp as a provider of email services in order to keep our customers up to date with developments and industry news. The Mailchimp privacy policy can be found here: <https://mailchimp.com/legal/privacy/>

### **How long do we retain your data**

We only retain your personal data for as long as necessary.

Specific Retention Periods:

All enquiries/bookings for rentals, owners, sales, purchases

- We retain this information for 7 years after our last contact with you for business analysis purposes
- We will only use this information to contact you if you have given us consent by booking a rental villa or purchasing a home etc. or you have given consent to be on our email database.

### **Security of personal data and Information**

We do our utmost to ensure that any data we have stored on you is kept private – including paper notes which are kept in a locked cupboard at night.

### **Your rights**

You may request us to provide you with any personal information and data we hold about you. Provision of this information is subject to you providing us with appropriate evidence of your identity.

You also have the following rights with regards to your personal data:

- the right to have your information corrected
- the right to have your information removed
- the right to restrict processing of your information
- the right to object to processing of your information
- the right to receive your information in a portable format
- the right to complain to a supervisory authority

In the UK, the supervisory authority is the Information Commissioner's Office (ICO).

Please visit: <https://ico.org.uk/global/contact-us/>