



## Privacy Policy

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This Privacy Policy ("Policy") applies your use of to this website <https://www.4siteconsulting.co.uk> (the "Website") which is run by 4site Consulting Ltd, a company registered in the UK with company number 5669780 (the "Company") of Unit 4, Exchange Court, London Road, Feering, Essex, CO5 9FB.

This Policy also applies to any other contact you have with the Company, by any medium, whether directly or via agents acting on your behalf or on behalf of your landlord. See below for more information.

This Policy sets out what information the Company collects, why we collect it, what we do with it and who we share it with.

### **The Company as Data Controller**

For the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679 (and any replacement or successor legislation as amended from time to time), the Company is a Data Controller in respect of any personal data that the Company collects from you. Personal data is any information about you which relates to you and identifies you. Examples of "personal data" are set out below.

### **The Company as Data Processor**

The Company also acts as a Data Processor in respect of any personal data it receives from and/or collects directly on behalf of managing agents or other instructing parties. Further information on how your data is processed and for what purposes is set out below and further details will be provided by agents directly from time to time (and you should ensure you read these carefully also).

### **What type of information does the Company collect and why?**

When you visit our Website, we automatically collect standard internet and website log information and details of patterns about how website visitors behave.

The information we collect includes:

- Your internet service provider name;
- your operating system;
- browser type and browser language;

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- domain name;
- the Internet protocol (IP) address of your computer (or any other electronic Internet-enabled device used);
- your access times;
- the website that referred you to us; and
- the Web pages you request and the date and time of those requests,
- the links clicked

This allows us to find out which parts of the Website are popular or need changing to enhance your Website experience.

Our collection of Website user information may also involve the use of cookies and web beacons. We use cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our Website. Please see our [Cookies Policy](#) & [Cookies Declaration](#) for more information on the cookies we use and the purposes for which we use them.

Our Website allows you to interact with the Company through the contact form set out on the Website. If you want to use the Company's services or if you request further information about our services, you will need to provide us with some additional personal information e.g. name, postal address, and email address etc. so that we can liaise with you in order to deal with your request or query. If you do choose to provide us with your personal information, we will collect that information for our own use and for the purposes described in this Policy.

### **What type of personal information does the Company collect?**

Where you choose to provide personal details to us, whether through the Website or otherwise, we may collect the following personal information from you:

- details of your visits to the Website, which includes your IP address, traffic data and location data;
- the reason for your contact, which may be an enquiry or a request;

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- information that you provide when you request a formal quotation, which may include your name, address, email address, telephone number, country of residence, property ownership details, as well as other personally identifiable information;
- information that you provide when formally instructing works (either directly or via an agent), which may include address details, detailed property information, access information including keys, codes or other security information, as well as other personally identifiable information;
- information necessary for legal or regulatory compliance; and/or
- if you publicly post about us, or communicate directly with us, on a social media website, we may collect and process the data contained in such posts or in your public profile for the purpose of addressing any customer services requests you may have.
- information you volunteer to us in any form;
- information from social media activity (such as likes, shares and tweets) when you interact with us on social media;
- information you provide if you report a problem with our Website or service;
- Any other information provided to us which we can legitimately hold in accordance with the provisions of the EU General Data Protection Regulation 2016/679.

This information will be collected primarily from you as information voluntarily provided to us or to agents authorised to act on your behalf, but we may also collect it where lawful to do so from (and combine it with information from) public sources, third party service providers, individuals who you have indicated have agreed for you to provide their personal information, government, tax or law enforcement agencies and other third parties. We may also collect personal information about you from your use of other Company websites or services.

### **How does the Company use information about you?**

The Company may use information about you for purposes described in this Policy or as otherwise disclosed to you on our Website or other medium, or with our services.

European data protection legislation sets out specific “lawful bases” for processing personal data. The table below sets out under which basis we process different information about you and explains the purpose of that processing. It also sets out the specific rights you have in respect of that processing, which may depend on the basis we process it for.

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Your Information	Basis of Processing	Purposes of processing	Source information originated from
<p>Contact Information</p> <p>(for example, including but not limited to):</p> <p>Full name</p> <p>Email address</p> <p>Phone numbers</p> <p>Address/Location</p> <p>Contact preferences</p>	<p>The processing is necessary to take steps to enter into a contract with you, as well as our legitimate business interests.</p>	<p>To help us identify you.</p> <p>To provide you with information and services you have requested.</p> <p>To provide relevant information to you upon your request, to assist with the effective management of property by facilitating regulatory &amp; legal compliance.</p> <p>To gain insight and feedback in order to provide you with better service.</p>	<p>Website contact form.</p> <p>Information volunteered by you via email, post, phone, or other communication mediums.</p> <p>Information volunteered by an agent or other third party authorised to provide said information to us via email, post, phone, or other communication mediums.</p> <p>Adhoc feedback surveys/questionnaires.</p>

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<p>Communications, Activities, Posts and Notes (for example, including but not limited to):</p> <p>Email communications</p> <p>Text (SMS) communications</p> <p>Telephony data and recordings</p> <p>Staff notes regarding communications and services being provided</p> <p>Public posts about us, or direct communications with us on a social media website</p>	<p>The processing is necessary to enter into and/or perform the contract we have with you, as well as for our legitimate business interests.</p>	<p>To ensure the quality of our services and interactions with you</p> <p>To provide you with information and services you have requested</p> <p>To assist with the effective management of property by facilitating regulatory &amp; legal compliance.</p>	<p>4site's voice and electronic communications systems</p> <p>Information volunteered by you via email, post, phone, or other communication mediums.</p> <p>Information volunteered by an agent or other third party authorised to provide said information to us via email, post, phone, or other communication mediums.</p>
<p>Property and Security Information (for example, including but not limited to):</p> <p>Keys to property</p> <p>Access codes to property</p>	<p>The processing is necessary to take steps to enter into and/or perform the contract we have with the you, as well as our legitimate business interests.</p>	<p>To ensure the quality of our services and interactions with you</p>	<p>Information volunteered by you via email, post, phone, or other communication mediums.</p>

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<p>           Usernames and Passwords            Landlord/ownership information            Tenant/property occupation information            Property construction, composition &amp; layout information, including any defects or hazards            Contractor information            Dash and Body Camera            Footage/information         </p>		<p>To provide you with information and services you have requested</p> <p>To assist with the effective management of property by facilitating regulatory &amp; legal compliance.</p> <p>To ensure data security within our Web systems &amp; databases.</p> <p>To ensure the safety and security of our staff and the general public.</p>	<p>Information volunteered by an agent or other third party authorised to provide said information to us via email, post, phone, or other communication mediums.</p> <p>Information generated by 4site to enable the secure provision of our services.</p>
<p>           Personal/Demographic &amp; Education/Employment Information            (For example, including but not limited to):             Language(s) and first language            Previous and current employer, job title and employment status            Nationality            Qualifications held, prior schools attended         </p>	<p>The processing is necessary to enter into and/or perform the contract we have with you, as well as our legitimate business interests.</p>	<p>To facilitate a contract of employment with 4site.</p> <p>To provide Human Resources provisions for staff.</p>	<p>C.V. and Job Applications</p> <p>Emergency Contact Form (09-164)</p> <p>New Employees Form (09-058)</p>

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<p>Emergency contact information</p> <p>Bank Details &amp; National Insurance information</p> <p>Application details and status</p>			<p>Information volunteered by you via email, post, phone, or other communication mediums.</p>
<p>Website, Contact Form Submission and Source Information (For example, including but not limited to):</p> <p>IP address</p> <p>Enquiry source provider (ie: Google Adwords)</p> <p>Enquiry source details (timestamp, keyword, campaign info, website, page and form identifier etc.)</p> <p>Website visit details (web usage, traffic statistics and location)</p> <p>Information that you provide when you fill in a Contact form.</p>	<p>The processing is necessary to enter into and/or perform the contract we have with you, as well as our legitimate business interests.</p>	<p>To respond and/or deal with your request or enquiry and/or to provide information requested by you.</p> <p>To improve and enhance our website and enquiry sources and source providers.</p> <p>To measure the efficiency of, and continually improve 4site's services.</p>	<p>4site's Website(s)</p> <p>Enquiry source provider's website</p> <p>Information volunteered by you via email, post, phone, or other communication mediums.</p> <p>Information volunteered by an agent or other third party authorised to provide said information to us via email, post,</p>

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			phone, or other communication mediums.
<p>Marketing content and testimonials (For example, including but not limited to):</p> <p>Name</p> <p>Contact Details (including postal address, phone number and email address)</p> <p>Business/Employment Information</p> <p>Property Information</p> <p>Contractor Information</p> <p>Opinions/Testimonial Content</p> <p>Images</p> <p>Videos</p>	<p>We process this personal data with your consent</p>	<p>To market to you by email or other means where your details were collected prior to 25 May 2018 and where you have not objected to such communications.</p> <p>For the purposes of posting agreed client testimonials or other endorsements (e.g. on websites or in brochures/emails etc)</p> <p>For general marketing purposes.</p>	<p>Information provided directly through our Website.</p> <p>Information volunteered by you via email, post, phone, or other communication mediums.</p> <p>Information volunteered by an agent or other third party authorised to provide said information to us via email, post, phone, or other communication mediums.</p>

In addition to the above, we process all such data for the following additional purposes:

- for internal record keeping;

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- to enable us to contact you by e-mail, text or phone for any of the above reasons;
- where necessary as part of any restructuring of 4site; and for compliance with legal, regulatory and other good governance obligations;
- to convert personal information into pseudonymous and or anonymous data and use it (normally on an aggregated statistical basis) for research and analysis to improve Company performance. And;
- to measure the efficacy of 4site's services in order to continuously improve 4site's services

In each case, we consider the processing of your personal data for the above additional purposes is necessary for our legitimate business interests. The Company has assessed its legitimate interests (as set out above), has balanced those interests against your individual rights and considers that the processing undertaken is necessary and proportionate to those rights in respect of providing and improving its services.

This list may be updated from time to time as business needs and legal requirements dictate. Some of the personal information that the Company maintains will be kept in paper files, while other personal information will be included in computerised files and electronic databases as set out in more detail below.

### **Does the Company share personal information with third parties?**

We may share your information where necessary to facilitate the purposes set out above. We have provided further details of the parties with whom we may share your personal data below. The Company will not sell your information.

We may disclose your personal information to third parties if we are under a duty to disclose or share your personal information, in order to comply with any legal regulations or good governance obligations, or in order to enforce or to protect our rights, property, or safety, or that of other persons with whom we have a business relationship, or to purchasers or prospective purchasers in relation to a disposal of our business or assets.

We may use third party service providers to support our provision of the service. This could include:

- Office applications and email and other IT managed service providers (including cloud hosting and support);
- Website analytic/testing providers;

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- Search engine optimisation (SEO) enquiry source providers
- SEO link-building partners
- Banner ad/click-through enquiry source providers
- Marketing service enquiry source providers
- Marketing and advertising agencies and their relevant systems
- Media management tools
- Marketing and email automation
- Webinar, meeting, communication and chat services

We may also share your personal data with other, less direct, business functions, including (without limitation) IT support, hosting our data on cloud platforms, legal, accounting, audit, consulting and other professional service providers, and providers of other services related to our business. Portions of our services may be provided by organisations with which the Company has a contractual relationship, including subcontractors, and, accordingly, your personal information may be disclosed to them. We only provide these organisations with the information that they need to be able to perform their services.

These companies use information about you to perform their functions on our behalf. We may disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law and for tax or other purposes. Your personal information may also be made available to third parties or partners where necessary as part of any restructuring of the Company or sale of the Company's business or assets. Personal information may also be released to external parties in response to legal process, and when required to comply with laws, or to enforce our agreements, corporate policies, and terms of use, or to protect the rights, property or safety of the Company, our employees, agents, customers, and others, as well as to parties to whom you authorise the Company to release your personal information.

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### **Sharing information with 4site Consulting Ltd**

We may share personal information (and anonymised information) within the Company as needed for reasonable management, analysis, planning and decision making, including in relation to taking decisions regarding the expansion and promotion of our product and service offering, order or customer request fulfilment and for the other purposes described in this Privacy Policy.

### **Third Party Websites**

Some of your personal information from your browsing session may be transferred to third-party websites. Where our website contains links to websites operated by third parties (for example advertisers or affiliates of the website owner, or industry partners/leaders), you may provide your personal data to the owners of such third-party websites without realising that the use of your data by the third party is not governed by this Policy. You should always check the privacy policies of third party websites before submitting your personal information. Please see our [Cookies Policy](#) for more information.

### **Will your personal information be transferred abroad?**

We may transfer your personal information outside of the EEA to third-parties for the purposes set out above, to facilitate the provision of our services and to address and/or resolve specific product or service issues you have raised with us, where we have been unable to identify the appropriate solution from within the UK. Some transfers of personal information to third party recipients have been explained above.

Where personal information is transferred outside of the European Economic Area (“EEA”), EU and UK data protection laws will continue to apply and steps will be taken to protect your personal information in accordance with EU General Data Protection Regulation 2016/679 (and any replacement or successor legislation as amended from time to time).

### **What choices does the Company offer you with regard to direct marketing?**

Subject to your consent (if required by applicable law), we may use your personal information to provide you with direct marketing information about our products and services. Our direct marketing may be by email, telephone, post or SMS or such other method(s) as may become relevant given the introduction of new technologies.

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**We will ensure that any direct marketing from us and which is sent by electronic means will provide a simple means for you to stop further communications, in accordance with applicable law. For example, in emails, we may provide you with an “unsubscribe” link, or an email address to which you can send an opt-out request. In addition, if we need your consent for direct marketing communications under applicable law, and if you provide your consent, you will be able to change your mind at any time.**

You may manage your consent preferences in respect of direct marketing activities by emailing [office@4siteconsulting.co.uk](mailto:office@4siteconsulting.co.uk), or write to:  
4site Consulting Ltd, Unit 4 Exchange Court, London Road, Feering, Essex, CO5 9FB, United Kingdom

### **What safeguards are in place to protect your personal information?**

We use a variety of security measures to maintain the safety of your personal information. Your personal information is processed, stored and protected by firewalls and intrusion detection systems, plus industry standard encryption. Nevertheless, whilst we take efforts to safeguard your personal information which are consistent with relevant laws, the nature of the internet and data security is such that we cannot guarantee absolutely the security of any personal information you disclose online or by any other means.

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### Your Privacy Rights

Your right	What does it mean?
Right of access	Subject to certain conditions, you are entitled to have access to your personal information which we hold (this is more commonly known as submitting a “data subject access request”).
Right of data portability	Subject to certain conditions, you are entitled to receive the personal information which you have provided to us and which is used by us by automated means, in a commonly-used machine readable format.
Rights in relation to inaccurate or incomplete personal data	<p>You may challenge the accuracy or completeness of personal information which we use about you. If it is found that personal information is inaccurate, you are entitled to have the inaccurate data removed, corrected or completed, as appropriate.</p> <p>If you believe any personal information we have about you is incorrect, please contact us at <a href="mailto:office@4siteconsulting.co.uk">office@4siteconsulting.co.uk</a></p>
Right to object to or restrict our use of your personal information	Subject to certain conditions, you have the right to object to or ask us to restrict the use of your personal information.
Right to have personal information erased	Where we are using your personal information with your consent (and subject to certain conditions), you are entitled to have your personal information erased (also known as the “ <i>right to be forgotten</i> ”), e.g. where you think that the information we are using is inaccurate, or the use is unlawful.
Right to withdrawal	You have the right to withdraw your consent to any use for which you have previously given that consent.



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Please contact us if you would like to exercise any of these rights or if you have any concern about how your personal information is processed at [office@4siteconsulting.co.uk](mailto:office@4siteconsulting.co.uk) and we will try to resolve your concerns.

If you consider that we are in breach of our obligations under data protection laws, you may lodge a complaint with the Information Commissioner's Office:

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

You have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or of an alleged infringement of the GDPR.

### **Keeping you informed**

We will keep your details on record until we have completely dealt with your request or enquiry and then for 4 years unless otherwise requested or agreed upon, in accordance with data protection and other applicable legislation.

### **Changes to this Policy**

We keep this Policy under regular review. We may change this Policy from time to time by updating this page in order to reflect changes in the law and/or our privacy practices.

We encourage you to regularly check this Policy when you visit the Website for any updates or changes. We will notify you of any modified versions of this Policy that might materially affect the way we use or disclose your personal information.

This Policy only extends to the personally identifiable information processed by us and does not, therefore, extend to your use of, provision of data to, and collection of data on any website or by any company not directly controlled us.

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If you have any questions about this Policy, please contact us at [office@4siteconsulting.co.uk](mailto:office@4siteconsulting.co.uk) or write to:

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Unit 4 Exchange Court  
London Road  
Feering  
Essex  
CO5 9FB

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