Privacy Notice

For clients, landlords, tenants, applicants, buyers, sellers, guarantors and other contacts

Last reviewed: 18th November 2026

1. Who we are and how to contact us

Duncan Perry is the controller of personal data described in this notice. Our data protection contact is Teresa Perry, 79 Bradmore Green, Brookmans Park, Hertfordshire AL9 7QT; telephone 01707 664549; email teresa@duncanperry.co.uk.

We handle personal information in accordance with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018 and applicable amendments including the Data (Use and Access) Act 2025.

2. Who this notice covers

This notice applies when you contact us about a property, request a valuation, register as a buyer or tenant, sell or let through us, rent or occupy a property we manage, act as a guarantor, supply services, or otherwise deal with our agency. Separate information may be supplied where a particular service requires it.

3. Information we collect

Depending on our relationship with you, we may collect: names, addresses, contact details and date of birth; identification and identity-verification records; property enquiries, viewing preferences and correspondence; tenancy and transaction records; ownership and property information; employment, income, affordability, credit/reference and guarantor information; bank/payment information; right-to-rent documents and results; anti-money laundering (AML), sanctions and source-of-funds information; repair, inspection, inventory, deposit and complaint records; and website/device information.

Where necessary and lawful, information may include health, accessibility or other special-category information, for example to consider reasonable adjustments. Identity-verification processes may involve facial images or biometric data; where biometric data is used for uniquely identifying an individual, we will identify an applicable Article 9 condition and appropriate safeguards. We do not assume that every photograph is special-category biometric data.

4. Where we obtain information

We obtain information from you directly, through telephone calls, emails, forms, property viewings and our website; and, where relevant, from landlords, tenants, guarantors, property portals, other agents, employers, previous landlords, referencing and identity-verification providers, public registers, professional advisers, contractors, regulators and government bodies. Where we obtain your information from someone else, we provide privacy information as required by law, subject to applicable exemptions.

5. Why we use information and our lawful bases

Purpose	Typical lawful basis
Responding to enquiries, arranging viewings and providing requested property information	Legitimate interests; steps requested before a contract
Marketing properties, negotiating sales/lettings and managing client instructions	Contract; steps before a contract; legitimate interests

Tenant applications, referencing, affordability checks and guarantor assessments	Steps before a contract; legitimate interests; legal obligation where applicable
Managing tenancies, repairs, inspections, rent, deposits and accounts	Contract; legitimate interests; legal obligation
AML, sanctions, identity and Right to Rent checks where applicable	Legal obligation; legitimate interests where relevant
Accounting, tax, record keeping, complaints, fraud prevention and legal claims	Legal obligation; legitimate interests
Optional marketing, property alerts and valuation invitations	Consent or legitimate interests where lawful; subject separately to PECR rules
Website operation, security and analytics	Legitimate interests or consent as applicable, including cookie rules

Our legitimate interests include responding to enquiries, operating and protecting our business, supporting property transactions, preventing fraud, recovering debts and maintaining appropriate client relationships. We assess these interests against individuals' rights. Where we rely on consent, it may be withdrawn at any time without affecting earlier lawful processing.

6. If you do not provide information

Some information is needed to enter into or perform a contract or comply with legal duties, including identity, AML and Right to Rent requirements where applicable. If required information is not supplied, we may be unable to proceed with an application, instruction, transaction or service. We will explain when information is mandatory.

7. Alto, referencing and other recipients

We use Alto property-management and customer relationship management software to store and manage client, applicant, landlord and tenant information. We use Rightmove Referencing as our third-party tenant-referencing service to assess tenancy applications, including employment, income, affordability, credit and previous-landlord references where relevant. We share information needed for these checks with the referencing service and receive the results to help assess applications. https://www.rightmove.co.uk/c/privacy-policy/

We share only information reasonably necessary with relevant recipients, which may include landlords and sellers, buyers and tenants, guarantors, solicitors and conveyancers, mortgage/financial advisers where instructed or appropriately authorised, referencing and identity-check providers, deposit protection schemes, contractors, surveyors, photographers, inventory clerks, utility companies, insurers, payment and accounting providers, cloud/email/IT providers, property portals, regulators, law-enforcement bodies and government authorities. We do not disclose personal data to unrelated third parties simply because they request it.

8. Marketing and your preferences

We may contact you about properties matching your stated requirements or about our services where permitted by data protection law and the Privacy and Electronic Communications Regulations (PECR). Marketing emails and texts are sent only where we have the required consent or another valid PECR route, such as an applicable soft opt-in. Telephone marketing is subject to applicable rules and preferences. You can opt out of direct marketing at any time by contacting us or using an unsubscribe method should this be provided. We will retain minimal suppression information where necessary to respect your choice.

We do not treat agreement to a sale, tenancy or valuation as automatic consent to unrelated marketing or to referrals to third-party service providers.

9. Automated decisions and artificial intelligence

We may use software and AI-assisted tools for administrative support, drafting, communication, analysis and service efficiency. We take steps to minimise the personal information entered into such tools and apply appropriate contractual and security controls. We do not currently intend to make solely automated decisions with legal or similarly significant effects about you without applicable safeguards. If this practice changes, we will provide the required information about the decision-making, its significance and your rights.

Referencing or identity providers may use automated checks or risk indicators. Where these amount to legally significant solely automated decision-making, we will ensure the applicable rules and information requirements are met, including relevant human-review rights.

10. Website cookies and online services

Our website may collect technical information such as IP address, browser type and device information. Essential cookies may be used to operate the site. Non-essential cookies and similar technologies will be used only where permitted by the applicable consent or exemption rules. For Information about the cookies actually used please follow this link https://www.duncanperry.co.uk/cookie-policy/

Links to third-party websites and social media services are subject to those organisations' own privacy information.

11. International transfers and security

We use electronic systems, including Alto and other service providers, and secure paper records. Some suppliers or their support arrangements may involve access to or transfers of personal information outside the UK. Where a restricted transfer takes place, we will use an applicable adequacy regulation or appropriate safeguards, such as the UK International Data Transfer Agreement or UK Addendum, together with any required assessment. You can contact us for information about relevant safeguards.

We apply proportionate organisational and technical measures to protect information, including access controls, staff confidentiality and appropriate supplier oversight. No method of storage or transmission is completely risk-free.

12. How long we keep information

We keep personal information only as long as necessary for the purpose collected and to meet legal, regulatory, accounting, insurance and claims requirements. Retention varies by record type: completed sales and tenancy-management records are generally reviewed against a six-year working retention period after the relevant relationship or transaction ends, unless a longer or shorter period is justified; AML records are retained for the period required by applicable AML legislation, commonly five years after the business relationship ends or the occasional transaction completes, subject to legal exceptions; unsuccessful applications, identity checks, marketing contacts, website records and recruitment records are subject to their own proportionate retention rules.

We may retain information longer where there is a live dispute, legal claim, investigation or other lawful reason. We securely delete or anonymise information when no longer needed.

13. Your data protection rights

Subject to applicable conditions and exemptions, you may request access to your information, correction of inaccurate information, erasure, restriction of processing, data portability, or object to processing. You have an absolute right to object to processing for direct marketing. You may also have rights in relation to solely automated decisions producing legal or similarly significant effects. Where we rely on consent, you may withdraw it at any time.

Please contact Teresa Perry using the details in section 1. We may ask for reasonable evidence of identity. We normally respond to a valid rights request within one calendar month, subject to lawful extensions or applicable changes to the time limit. We do not normally charge a fee, although a reasonable fee or refusal may be permitted in limited circumstances.

14. Complaints

If you are concerned about how we handle your personal data, please contact Teresa Perry at teresa@duncanperry.co.uk or by post at the address above. You may complain by email or in writing. We will acknowledge a data protection complaint within 30 days, take appropriate steps to investigate, keep you informed where appropriate and provide an outcome without undue delay.

You may also complain to the Information Commissioner's Office (ICO): www.ico.org.uk, telephone 0303 123 1113. You do not need our permission to contact the ICO.

15. Changes to this notice

We review this notice periodically and update it when our practices or legal obligations change. The current version will be made available through our usual client communications and/or website. Where required, we will bring material changes to your attention before using information for a new purpose.

Internal publication checklist — remove before publishing

This page is for Duncan Perry staff and is NOT part of the customer-facing privacy notice. Confirm the following before publishing:

- Insert the full registered legal name of the data controller if different from Duncan Perry.
- Confirm Rightmove Referencing's contracting legal entity, whether it acts as processor or independent controller for each relevant activity, and link to its current privacy information.
- Check Alto and other supplier agreements, locations, subprocessors and international transfer safeguards.
- Confirm actual retention periods for sales, lettings, AML, referencing, unsuccessful applicants, marketing, complaints and staff applications.
- Verify actual use of AI, biometric checks, CCTV, call recording, website plugins and cookie categories; amend or delete any unused wording.
- Check that website cookie banner and cookie policy match actual technologies and comply with PECR.
- Confirm how electronic marketing consent, soft opt-in, unsubscribe and telephone suppression are managed.
- Confirm whether any referencing provider makes solely automated significant decisions and provide additional information if needed.
- Confirm secure complaint intake and internal response procedures.
- Obtain a final UK data-protection legal/compliance review before publication.

Guidance consulted: ICO right-to-be-informed checklist; ICO data protection complaints guidance; ICO international transfers guidance; Data Protection Act 2018 section 164A (as amended).