



Rentplus Homes Limited

Privacy Notice

Introduction

Welcome to our privacy notice.

Please note that this privacy notice relates to the activities of Rentplus Homes Limited (company number 13579230) – a private limited company, with its registered office address at 11 Exchange Square, North Fourth Street, Milton Keynes MK9 1HL (**Rentplus Homes**) (referred to as "**we**", "**us**" or "**our**" in this privacy notice).

Rentplus Homes respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website(s) (regardless of where you visit them from) and/or when you or a family member or friend receives services from us; tell you about your privacy rights; and how the law protects you.

Please also use the Glossary to understand the meaning of some of the terms used in this privacy notice.

1. Important information and who we are

Purpose of this privacy notice

This privacy notice aims to give you information on how Rentplus Homes collects and processes your personal data through:

- a. your use of our website, including any data you may provide through this website when you enquire about our services or interact with our social media channels; and/or
- b. provision of housing for all tenants or licensees of a Rentplus Homes house or flat (**Housing Services**).

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

This privacy notice supplements other notices and privacy policies and is not intended to override them.

Controller

Rentplus Homes is the data controller of the personal data you provide when receiving Housing Services and when using our website.

We have appointed a data protection officer (**DPO**) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact us using the details set out below.

Who is Rentplus Homes and how to get in touch?

If you have any questions about this privacy notice or our privacy practices, please contact our DPO in the following ways:

Rentplus Homes

Full name of legal entity: Rentplus Homes Limited (company number 13579230)

Email address: contact@rentplushomes.co.uk

Telephone: 01908 738400

Postal address: 11 Exchange Square, North Fourth Street, Milton Keynes MK9 1HL

You have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us and our customer service teams in the first instance.

Changes to the privacy notice and your duty to inform us of changes

We keep our privacy notice under regular review. This version was last updated in January 2025.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to

collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- in respect of **Rentplus Homes** in general:
 - **Identity Data** includes first name, last name, date of birth, and employment status (including employer details);
 - **Profile Data** includes your personal and professional interests, contact preferences, and experience of our services including feedback and registration with Choice Based Lettings including CBL number and type of "Band";
 - **Usage Data** includes information about how you use our website and Housing Services;
 - **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences;
 - **Contact Data** includes postcode, town/city, email address and telephone/mobile numbers; and
 - **Technical Data** includes the type of device you have used to access our website (including the make, model, operating system, internet protocol (IP) address and browser type, your login data and version, time zone setting and location, browser plug-in types and versions);
- in respect of **tenants** or **licensees** of a Rentplus Homes house or flat:

- **Identity Data** includes first name, last name, (including in relation to any appointees to help with benefit applications or rent payments and anyone who will live with you), date of birth, employment status, National Insurance number, address, and medical details (allergies, health conditions, disabilities, or vulnerabilities, for example, if you need wheelchair access or adaptations to your housing);
- **Profile Data** includes details of your housing need when you apply for housing so we know who needs housing most urgently, and your interests, preferences, feedback and survey responses;
- **Contact Data** includes email address(es) and telephone number(s); and
- **Financial Data** includes your household income, credit history, savings, bank details (so you pay your rent by direct debit), rent statements, and rent payment records.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity.

In some circumstances, we will collect **Special Categories of Personal Data** about you (this may include details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, information about your mental or physical health (including conditions, disabilities and/or vulnerabilities), and genetic and biometric data).

Using Special Category of Personal Data means that we need to be even more careful with how we use, store and share the same. The type and amount of Special Categories of Data collected, what it's used for, and how long we might keep it depends on what we are trying to achieve as an organisation. It could be to help tailor care for you, better understand your needs, ensure you are treated equally or even identify the right people to communicate with you. If you are unsure or uncomfortable with being asked for any Special Categories of Personal Data, please do not hesitate to contact our DPO at the contact details above.

Additionally, the information we collect via Rentplus Homes' social media channels is dependent on what you share with us. We may access publicly available details on your profile to get more, relevant information about you.

As part of our obligations under the CORE (Continuous Recording of social housing lettings and sales) data collection system, we will share relevant tenancy and tenant details with the Ministry of Housing, Communities and Local Government (MHCLG). This includes personal data relating to the tenant(s) and property details. This data is collected to support national housing policy and statistical reporting.

Children's personal data

We may process children's information as part of our services to you or your family members; in such circumstances, we will adhere to the highest standard of data privacy and will always act in accordance with the ICO's guidance and applicable legislation.

We undertake DBS checks on all staff who work with young and/or vulnerable people.

If you decline to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with Housing Services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - apply for our housing, products or services;
 - create an account on our website;
 - subscribe to our services or publications;
 - request marketing to be sent to you; or
 - give us feedback, make a complaint or contact us.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies.
- **Third parties or publicly available sources.** We will receive personal data about you from various third parties and public sources as set out below:
 - Identity and Contact Data from data brokers or aggregators and publicly available sources such as Companies House and the Electoral Register.
 - Technical Data from the following parties:
 - analytics providers;
 - advertising networks; and

- search information providers.

How do we store your information?

Information you share with us via Rentplus Homes' website or social media channels may be stored within the UK, on:

1. Cloud-hosted storage provided by Microsoft located in the UK

Some information may be stored on mobile devices or printed out and stored as a hard copy.

4. How we use your personal data

We will only use your personal data when the law allows us to with internal or external individuals or departments relevant to your case or for reporting purposes. Most commonly, we will use your personal data in the following circumstances:

- where we need to perform the contract we are about to enter into or have entered into with you;
- where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests; and
- where we need to comply with a legal obligation.

Please go to the Glossary to find out more about the types of lawful basis that we will rely on to process your personal data.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

We process certain personal data as required under the CORE Data Provider Agreement with MHCLG. The legal basis for processing this data is that processing is necessary for the performance of a task carried out in the public interest, in conjunction with Section 8(d) of the Data Protection Act 2018. Special category data is processed under Article 9(2)(g), which allows for processing for reasons of substantial public interest

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact

us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
Rentplus Homes		
In respect of Tenants and housing applicants:		
To progress and consider your application for Rentplus Homes housing.	(a) Identity (b) Contact (c) Profile (d) Financial (e) Marketing and Communications	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to progress your application)
To share with Connells Limited, our approved managing agent, or any other managing agents we use from time to time.	(a) Identity (b) Contact (c) Profile (d) Financial	(a) Performance of services for you (b) Necessary for our legitimate interests (to progress your application)
To share with our parent company (Rentplus-UK Limited).	(a) Identity (b) Contact (c) Profile (d) Financial	(a) Performance of services for you (b) Necessary for our legitimate interests (to progress your application)
To ensure the safety of those within our neighbourhoods and communities and to tackle crime and anti-social behaviour.	(a) Identity (b) Contact (c) Profile	(a) Necessary to comply with a legal obligation (b) Necessary for our legitimate interests (to maintain a safe neighbourhood)
To tackle fraud and prevent crime.	(a) Identity (b) Contact (c) Profile	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to tackle fraud and prevent crime)

To comply with your tenancy agreement.	(a) Identity (b) Contact (c) Profile	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to comply with our contractual obligations)
To monitor our equality and diversity compliance, although we will never use this information to make decisions about you.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Necessary to comply with a legal obligation (b) Necessary for our legitimate interests (to ensure we are fair and equal)
To conduct research and statistical analysis to improve our business processes and the services offered to our customers.	(a) Profile (b) Usage (c) Marketing and Communications	(a) Performance of services for you (b) Necessary for our legitimate interests (to improve our service offering)
To evaluate our performance against other benchmarks.	(a) Profile (b) Financial (c) Marketing and Communications	(a) Performance of the services for you (b) Necessary for our legitimate interests (to evaluate our performance)
To share information with authorised contractors to provide landlord services, for example, repairs.	(a) Identity (b) Contact (c) Profile (d) Financial	(a) Performance of services for you (b) Necessary for our legitimate interests (to provide landlord services)
To respond to any queries or complaints made by you or members of your household and to deal with requests such as repairs and maintenance of your property.	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to respond to queries)
To instruct credit	(a) Identity	(a) Performance of services for

reference agencies to enable them to assist in assessing your financial standing if you apply for products and services.	(b) Contact (c) Profile (d) Financial	you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to conduct credit checks)
To conduct surveys relating to our services to assess satisfaction and make improvements based on customer feedback.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to conduct surveys and monitor our service offering)
To arrange a viewing.	(a) Identity (b) Contact	(a) Performance of the services for you
To provide updates about our new homes and developments, sites, homes or events you might be interested in.	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of services for you
To enter into our tenancy or contract with you.	(a) Identity (b) Contact (c) Financial	(a) Performance of services for you (b) Necessary to comply with a legal obligation
To ensure we can contact tenants to meet our business objectives, in the event of emergencies and to carry out essential repairs.	(a) Identity (b) Contact	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to make contact with you as necessary)
To support safer communities through our work with the police and local authorities.	(a) Identity (b) Contact (c) Profile	(a) Performance of services for you (b) Necessary to comply with a legal obligation

To ensure we have effective procedures for preventing and managing, outstanding debt resulting from unpaid rents.	(a) Financial	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to manage rents)
Submission of tenancy and property data to MHCLG under the CORE system	(a) Identity (b) Contact (c) Profile (d) Financial	(a) Processing is necessary for the performance of a task carried out in the public interest (housing policy and statistics). (b) Processing of special category data is necessary for reasons of substantial public interest.
In relation to users of our website:		
To respond to any queries raised or contact made with us through the website.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to respond to your queries)
To keep internal records.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Technical	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep records)
To customise the website according to your interests and to present the information in the most effective way for you and your device.	(a) Profile (b) Usage (c) Marketing and Communications (d) Technical	(a) Performance of services for you (b) Necessary for our legitimate interests (to maintain our website)
To report on page views	(a) Profile	(a) Necessary for our

and general content consumption of our website.	(b) Usage (c) Technical	legitimate interests (to monitor the use of our website)
To conduct research and statistical analysis to help improve the services offered to customers and our internal business processes, as well as to evaluate our performance against other benchmarks. When possible, statistical information is anonymised or pseudonymised. It is not used to make decisions about you.	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to conduct research and evaluate our performance)
To register you as a user to comment or use certain features of the site	(a) Identity (b) Contact	Performance of services for you
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy; (b) Asking you to leave a review or take a survey; and (c) Providing marketing materials (such as a newsletter) to you subject to opting-in to such marketing materials.	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of services for you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how members use our products/services)
To enable you to partake in completing a survey or promotional activities.	(a) Identity (b) Contact (c) Profile	(a) Performance of services for you (b) Necessary for our legitimate interests (to study

	(d) Usage (e) Marketing and Communications	how members use our products/services, to develop them and grow our business)
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how members use our products/services, to develop them, to grow our business and inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, member relationships and experiences.	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of members for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about services that may be of interest to you.	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)
To administer any content uploaded to the website in forum or blog sections or otherwise.	(a) Identity (b) Contact (c) Profile	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services,

	(d) Usage (e) Marketing and Communications (f) Technical	network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
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Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

- **Promotional offers from us**

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will only receive marketing communications from us if you have opted-in to receive direct marketing. You may remove your consent to receive direct marketing or object to direct marketing by contacting us using the contact information above.

- **Third-party marketing**

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

- **Opting out**

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt-out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service purchase, warranty registration, service experience or other transactions.

- **Cookies**

You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see <https://www.rentplus-uk.com/cookie-notice>

- **Change of purpose**

We will only use your personal data for the purposes for which we collected it unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law. Photographs may be taken and used for general marketing providing individuals give consent for business-related purposes.

5. Disclosures of your personal data

We may share your personal data with the parties set out below for the purposes set out in the table above:

- External Third Parties as set out in the Glossary.
- Specific third parties such as:
 - Rentplus-UK Limited, our parent company;
 - Connells Limited, our approved managing agent; and
 - Local Authority Housing Departments.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Information submitted via the Rentplus Homes' website is accessible by third parties who help manage the content management systems and platforms. These are contractual partnerships and no information will be accessed, exported or shared without Rentplus Homes' approval.

We may disclose your personal information to any member of our Group, which means our Group companies, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

Contractors

Our contractors are required to comply with the law and our own data processing agreement to ensure data is managed appropriately and for specified purposes, including completion of responsive or planned property repairs.

6. International transfers

Rentplus Homes is based in the United Kingdom (**UK**) and data is predominantly held on servers within the UK. We do not usually transfer or store your personal data outside the UK.

In the event that we, or some of our External Third Parties, transfer or store personal data on servers outside of the UK we take additional steps to ensure that your information is protected to at least an equivalent level, as required by applicable data protection laws. We will request storage of any data on UK based servers if possible.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- we will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data;
- where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

All data submitted to CORE is securely stored in a government-approved system, with restricted access limited to trained personnel. In the event of any unauthorized data access, Rentplus Homes is obligated to notify MHCLG within 24 hours, in line with the requirements of the CORE Data Provider Agreement. If you suspect any

unauthorized use of your data, please contact our Data Protection Officer immediately.

8. Data retention

How long will you use my personal data?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation with respect to our relationship with you or due to health and safety issues or otherwise.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see your legal rights below for further information.

In some circumstances, we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Data collected under the CORE system is retained in accordance with MHCLG's statutory data retention policy. This means personal data will be securely held for statistical and policy purposes but will be anonymized or deleted once its retention is no longer necessary. Rentplus Homes will retain a copy of the submitted data for record-keeping, compliance, and audit purposes.

If you would like to find out more information in relation to our retention and disposal of personal data, please contact our DPO at the details above.

9. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These are as follows:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object to where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us.

No fee is usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

The collection and sharing of tenant data with MHCLG under the CORE system.

You can view the MHCLG privacy notice:

<https://www.gov.uk/government/organisations/ministry-of-housing-communities-local-government/about/personal-information-charter#privacy-notice>.

If you have any questions regarding how your data is shared with MHCLG through CORE, or if you wish to request access to your CORE data, you may contact either Rentplus Homes or MHCLG directly at:

Ministry of Housing, Communities and Local Government

Data Protection Officer

South-west section, 4th Floor, Fry Building

2 Marsham Street, London, SW1P 4DF

Email: Rachel.Worledge@communities.gov.uk

10. Glossary

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Complying with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

THIRD PARTIES

External Third Parties

- Service providers, other customers relating to complaints, payroll providers, suppliers, repairs, maintenance providers, and health & safety consultants, utility companies, business partners and sub-contractors acting as processors based in the United Kingdom and the European Union who provide IT and system administration services;
- Professional advisers acting as processors including probation services, support workers, doctors, drugs and/or alcohol services, members of parliament, lawyers, agents, mortgage brokers, financial advisors, court agents, surveyors, valuers, bankers, auditors and insurers based in the United Kingdom who provide consultancy, banking, legal, insurance and accounting services;
- Credit reference agencies for the purposes of carrying out credit reference checks;
- The Police, Home Office, Department of Work and Pensions, HM Revenue & Customs, regulators and other authorities (including local authorities and fraud departments) and government agencies based in the United Kingdom who require reporting of processing activities in certain circumstances;
- Website designers and marketing agents acting as processors based in the United Kingdom who provide their services which may require access to personal data;

- Analytics and search engine providers that assist us in the improvement and optimisation of our website;
- Language translation service providers if it is necessary to translate any information into or from a foreign language for you;
- Debt collection agencies and legal advisers for the purpose of collecting rent and any other payments due under the tenancy agreement, and any other enforcement issues;
- Contractors who are carrying out services on our behalf;
- Managing agents;
- Local authorities;
- Housing associations;
- Advertising agencies or other third-party marketing platforms;
- Estate/letting agents who carry out assessments on our properties. On these occasions, if contacted, you can refuse individuals entry until after your tenancy; and
- IT and software providers who supply us with our IT infrastructure for the provision of our services and administering our business (including our internal and external communications) and who also help us manage our customer and contact databases, customer relationships and marketing (including but not limited to maintaining secure and up-to-date tenancy records and filing systems).