Privacy Policy

Velora Estates Limited

1. Who We Are

Velora Estates Limited (“Velora Estates”, “we”, “us” or “our”) is a UK property business providing property sales, lettings and property management services.

Company name: Velora Estates Limited

Company number: 17514856

Registered office and business address: 1 Rowland Road, London, England, N17 7AW

Email: Pavlo@veloraestate.co.uk

Website: https://veloraestate.co.uk

We are responsible for determining how and why personal information is processed in connection with our business, in accordance with applicable data protection law.

We are a member of the Property Redress Scheme (PRS).

Property Redress Scheme membership number: PRS061305.

2. What This Policy Covers

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you visit our website, enquire about a property, use our services or otherwise communicate with us.

It applies, as relevant, to landlords, property owners, buyers, sellers, tenants, prospective tenants, applicants, contractors and other individuals who interact with our business.

3. Personal Information We Collect

Depending on your relationship with us, we may collect the following types of personal information:

Identity and contact information: Names, email addresses, telephone numbers, correspondence addresses and other contact details.

Property information: Property addresses, ownership details, property enquiries, rental applications, viewing requests and property management records.

Identity verification information: Identity documents, proof of address and verification results.

Financial information: Payment details, affordability information, proof of funds and other financial information relevant to our services.

Tenant referencing information: Relevant employment, income, rental history, affordability and credit-reference information.

Right to Rent information: Records and information required to conduct applicable statutory checks.

Anti-money laundering information: Identity verification records, screening results and other information required to meet applicable legal obligations.

Communications: Emails, text messages, WhatsApp messages, enquiries, complaints and other correspondence.

Marketing preferences: Your communication preferences, consent records and requests to stop receiving marketing.

We aim to collect only the personal information reasonably necessary for the relevant purpose.

4. How We Obtain Personal Information

We may collect personal information directly from you through our website, emails, telephone calls, messages, applications, property viewings and other interactions.

We may also obtain information from:

- Property portals, including Rightmove and Zoopla.
- Landlords, property owners, tenants and their authorised representatives.
- Tenant referencing agencies and credit reference agencies.
- Identity verification and anti-money laundering screening providers.
- Solicitors, professional advisers and other service providers.
- Public registers and other lawful sources, where appropriate.

Where we obtain personal information indirectly, we will provide the privacy information required by applicable law within the relevant timeframe, subject to any applicable exemptions.

5. How We Use Personal Information

We may use personal information to:

- Respond to property enquiries and arrange viewings.
- Provide property sales, lettings and property management services.
- Communicate with landlords, property owners, buyers, sellers and tenants.
- Administer tenancy applications, property agreements, maintenance requests and related services.
- Conduct relevant identity, tenant referencing, affordability and credit checks.
- Carry out applicable Right to Rent checks.
- Meet anti-money laundering, regulatory and other legal obligations.
- Process payments and maintain appropriate business records.
- Prevent fraud, manage complaints and resolve disputes.
- Protect our legal rights and establish, exercise or defend legal claims.
- Send promotional communications where permitted by law.
- Operate and secure our website and business systems.

We will not use personal information for incompatible purposes unless permitted by applicable law.

6. Our Lawful Bases for Processing

Under UK data protection law, we must have a lawful basis for processing personal information. Depending on the circumstances, we may rely on:

Contract: Where processing is necessary to enter into or perform a contract with you, or to take steps you request before entering into a contract.

Legal obligation: Where processing is necessary to comply with applicable legal requirements, including relevant anti-money laundering or Right to Rent obligations.

Legitimate interests: Where processing is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms. These interests may include

responding to enquiries, managing properties, maintaining records, preventing fraud and handling disputes.

Consent: Where you have freely and specifically agreed to processing for a particular purpose, including certain marketing activities where consent is required.

The appropriate lawful basis depends on the particular activity and circumstances. We will determine the relevant basis for each processing activity and provide further information where required.

7. Identity Checks, Tenant Referencing and Financial Information

Where relevant to our services, we may use personal information to verify identity, assess rental applications, carry out affordability checks, obtain referencing reports and comply with applicable legal obligations.

This may involve sharing information with referencing agencies, credit reference agencies, identity verification providers and other relevant organisations.

We will use this information only where there is an appropriate legal basis and for purposes relevant to our services or legal obligations.

Where applicable, we will provide further information about the checks undertaken, the organisations involved and any relevant rights.

8. Sharing Personal Information

We may share personal information with relevant third parties where necessary and lawful, including:

- Rightmove and Zoopla.
- Landlords, property owners and authorised representatives.
- Tenant referencing and credit reference agencies.
- Identity verification and anti-money laundering screening providers.
- Solicitors, accountants, insurers and other professional advisers.
- Contractors, maintenance providers and other property service providers.
- Website hosting, email, cloud storage, CRM and property management software providers.
- Banks and payment service providers.
- Government bodies, regulators, law enforcement agencies and courts where legally required or permitted.

We will take appropriate steps to ensure that personal information is shared securely and only to the extent reasonably necessary.

Where a third party processes information on our behalf, we will put appropriate contractual and security arrangements in place where required.

9. International Transfers

If personal information is transferred outside the United Kingdom, we will comply with applicable legal requirements and put appropriate safeguards in place where required.

These may include an applicable adequacy regulation or another legally recognised transfer mechanism.

10. How Long We Retain Personal Information

We retain personal information only for as long as necessary for the purposes for which it was collected, including providing our services, meeting legal obligations, maintaining appropriate records and resolving disputes.

Retention periods vary according to the type of information, the nature of our relationship with you and applicable legal or regulatory requirements.

We periodically review the information we hold and will securely delete or anonymise it when it is no longer required, unless we have a lawful reason to retain it for longer.

11. Marketing Communications

We may send information about our services, properties and relevant business updates by email, SMS or WhatsApp.

We will send electronic marketing to individual recipients only where permitted by applicable law. This generally requires specific consent unless a relevant legal exception applies.

Where we rely on an applicable existing-customer exception, we will ensure that its legal conditions are satisfied.

We will identify ourselves appropriately in marketing communications and provide a simple way to opt out. You may withdraw your marketing consent or object to direct marketing at any time.

To update your marketing preferences or stop receiving promotional communications, contact Pavlo@veloraestate.co.uk or use the unsubscribe or opt-out instructions provided in the message.

We will respect your preferences and maintain appropriate records to help ensure that people who have opted out are not contacted again for the relevant marketing purpose.

Necessary service communications, such as messages about property enquiries, viewings, tenancy administration or property management, may still be sent where appropriate, even if you have opted out of promotional marketing.

12. Cookies and Website Technologies

We do not currently intend to use analytics cookies or similar technologies for website tracking.

Our website may use essential technical technologies needed for its operation, security or functionality. The actual technologies used will depend on the website’s configuration and service providers.

Where additional cookies or similar technologies are used, we will provide appropriate information and obtain consent where legally required.

13. How We Protect Personal Information

We take appropriate technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

Access to personal information should be restricted to those who need it for legitimate business purposes. We also take reasonable steps to ensure that third parties handling information on our behalf protect it appropriately.

No method of electronic transmission or storage is completely secure, but we take reasonable measures to protect the information we hold.

14. Your Data Protection Rights

Subject to applicable law and any relevant exemptions, you may have the right to:

- Request access to personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request erasure of personal information in certain circumstances.
- Request restriction of processing in certain circumstances.
- Object to processing based on legitimate interests.
- Object to direct marketing at any time.
- Request the transfer of certain personal information to you or another organisation.
- Withdraw consent where processing is based on consent.

To exercise your rights, contact Pavlo@veloraestate.co.uk.

We may need to verify your identity before responding. Some rights are subject to conditions and exemptions, and we may need to retain certain information where required by law.

15. Complaints and Redress

If you have concerns about how we handle your personal information, please contact us at Pavlo@veloraestate.co.uk so that we can investigate your concerns.

If your complaint relates to our property services, you may use our complaints procedure. Where applicable, you may also refer the matter to the Property Redress Scheme, subject to its rules and procedures.

Property Redress Scheme (PRS)

Membership number: PRS061305

Website: https://www.theprs.co.uk/

You also have the right to complain to the Information Commissioner’s Office (ICO), the UK’s data protection regulator, about our handling of your personal information.

Information Commissioner’s Office (ICO)

Website: https://ico.org.uk/

Telephone: 0303 123 1113

16. Third-Party Websites

Our website or communications may contain links to third-party websites or services. Those third parties operate under their own privacy policies and practices. We recommend reviewing their privacy information before providing personal information.

17. Changes to This Policy

We may update this Privacy Policy to reflect changes in our business, services, systems, legal obligations or data protection practices.

The latest version will be published on our website with the date of the latest update.

18. Contact Us

For questions about this Privacy Policy, our use of personal information or your data protection rights, please contact:

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