

# LINCOLN STUDENT LETTINGS – LANDLORD PRIVACY NOTICE

## INTRODUCTION

Our service enables you (or the company you act as employee/agent for) to become a landlord whose properties are accredited by us once you have signed our accreditation agreement and we have agreed to accept you (the **Service**). Once we have confirmed acceptance of you (or the company you work for) as a Landlord with accredited properties, your property will appear on our website [www.lincolnstudentlettings.com](http://www.lincolnstudentlettings.com) (the **Website**) which is owned and operated by Lincoln Students' Union Accommodation Services Limited ("**We**").

The purpose of our Website is to list properties of landlords which have signed up to, and accepted, our accreditation scheme. These properties are then made available for students of the University of Lincoln to view via our Website. To assist students with their accommodation-search, our Website also includes a facility which allows former residents of the properties to leave a star-based review of their accommodation.

We respect your privacy and are committed to protecting your personal data. We understand that some of our landlords will be sole traders and partnerships whereas others will be limited companies. This privacy notice therefore distinguishes between how we use your data when you are a sole trader or partnership landlord or when you are employed by the landlord (who is a limited company) as either an employee or agent (such as a contractor hired to undertake maintenance at the property) and manage the property as part of your role.

This privacy notice will inform you as to how we collect, process and look after your personal data when you:

- enquire about properties becoming accredited (or enquire on behalf of the company you work for);
- apply for properties to become accredited (or complete the application on behalf of the company you work for); and
- you (or the company you work for) are accepted by us as having accredited properties.

The purpose of this privacy notice is to tell you about your privacy rights and how the law protects you.

## 1. IMPORTANT INFORMATION AND WHO WE ARE

### 1.1 PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how we collect and process your personal data through your use of our Service and on our Website.

The Service and our Website is intended only for students of the University of Lincoln and our accredited landlords. Therefore, the Service and our Website is not intended for children (individuals under the age of 18) and we do not knowingly collect data relating to children.

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 the other notices and is not intended to override them.

## 1.2 **CONTROLLER**

We are the controller and are responsible for your personal data.

We have appointed a data protection officer (DPO). If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the DPO using the details set out below.

## 1.3 **CONTACT DETAILS**

Our full details are:

Company name:	Lincoln Students' Union Accommodation Services Limited
Company number:	12660091
Registered office:	The Engine Shed, Brayford Pool, Lincoln, Lincolnshire, United Kingdom, LN6 7TS
Contact name:	DPO
Email address:	compliance@lincolnstudentlettings.co.uk

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](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## 1.4 **CHANGES TO THE PRIVACY NOTICE AND YOUR DUTY TO INFORM US OF CHANGES**

This version was last updated on 2 November 2020, previous versions can be obtained by contacting us.

We may change this privacy notice from time to time. If so, we will notify you by [e-mail] or otherwise.

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

## **2. THE DATA WE COLLECT ABOUT YOU**

2.1 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).

The data which we collect about you will vary depending on whether you are a sole trader or partnership or are an employee/agent acting on behalf of a company. We have set out below how the personal data we collect will vary.

## Landlords who are sole traders or partnerships

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

- **Identity Data** includes first name, last name, title and the gender you identify as.
- **Contact Data** includes address, email address and telephone numbers.
- **Financial Data** includes [bank account and payment card details].
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.

## Employees/Agents of Landlords

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

- **Identity Data** includes first name, last name, title, job title, and the gender you identify as.
- **Contact Data** includes company address, company e-mail address and company telephone numbers.

We recognise that both our sole trader and partnership landlords (or the employees/agents of our landlords) may wish to access our Website to view their property's listing or any reviews which have been left. When you access our website we will collect:

- **Technical Data** which includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this Website.

We may also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature such as to understand which properties are proving the most popular. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

We may hear from a third party (disclosed within this notice) information about criminal

convictions and offences or related matters. This information is only used where it affects a person's ability to be a fit and proper person (declared upon application to become accredited), or where the criminal conviction relates to breaches of the Housing Act 2004.

## 2.2 IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect your personal data and you fail to provide that data when requested, we may not be able to provide our service to you (or the company you act as employee/agent for). For example, we may not be able to answer any questions which you may have regarding becoming an accredited landlord (or a property you manage through your role as an employee/agent with a landlord) if you do not provide us with your contact details.

## 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 enquiring with us about becoming an accredited landlord or by corresponding with us by post, e-mail or otherwise. This includes personal data you provide when you:
  - contact us about you (or the company you are an employee/agent of) becoming an accredited landlord;
  - we communicate with you regarding your (or the company you are an employee/agent of) application to become an accredited landlord;
  - we communicate with you in your role as an accredited landlord (or as an employee/agent of such);
  - contact us regarding a review left by a former tenant of one of your properties (or a property you manage as part of your role as an employee/agent); and
- **Automated technologies or interactions.** As you interact with our Website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see our cookie policy [www.lincolnstudentlettings.co.uk/cookie-policy](http://www.lincolnstudentlettings.co.uk/cookie-policy) for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties as set out below:
  - Technical Data from analytics providers such as Google based outside the EEA;
  - Identity and Contact Data from the following parties:
    - a) The University of Lincoln based in the UK; and
    - b) The University of Lincoln Students' Union Limited based in the UK.

c) City of Lincoln Council Private Housing Department based in the UK.

d) Lincolnshire County Council based in the UK

- Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as Opayo based inside the EU.
- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

#### 4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **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.
- **Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- **Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to 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.

#### 4.1 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.

**Our lawful basis when you use our Service**

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register your (or the company you act as employee/agent for) interest in becoming an accredited landlord and to answer any questions which you might have.	(a) Identity (b) Contact	Where you are a sole trader/ partnership our legal basis will be the performance of (or taking steps to enter into) a contract with you.  Where you are employee of the landlord our legal basis will be that it is in our legitimate interests to speak to employees/ agents of a company interested in becoming an accredited landlord.
To register you (or the company you act as employee/agent for) as an accredited landlord	(a) Identity (b) Contact	Where you are a sole trader/ partnership our legal basis will be the performance of a contract with you.  Where you are employee/agent of the landlord our legal basis will be that it is in our legitimate interests to register companies who we deem appropriate to become accredited landlords.
To upload your details onto our Website so that students can contact you regarding renting your property	(a) Identity (b) Contact	Where you are a sole trader/ partnership our legal basis will be the performance of a contract with you.  Where you are employee/agent of the landlord our legal basis will be that it is in our legitimate interests to put your details on our website where you have provided them to us as the main contact for the property.

<p>To process and deliver your (or the company you are an employee/agent for) payment including:</p> <ul style="list-style-type: none"> <li>(a) Manage payments, fees and charges</li> <li>(b) Collect and recover money owed to us</li> </ul>	<ul style="list-style-type: none"> <li>(a) Identity</li> <li>(b) Contact</li> <li>(c) Financial</li> <li>(d) Transaction</li> <li>(e) Marketing and Communications</li> </ul>	<p>Where you are a sole trader or partnership our legal basis will be:</p> <ul style="list-style-type: none"> <li>(a) Performance of a contract with you</li> <li>(b) Necessary for our legitimate interests (to recover debts due to us)</li> </ul> <p>Where you are an employee/agent of a landlord our legal basis will be that our processing is necessary for our legitimate interests (to recover debts due to us)</p>
<p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> <li>(a) Notifying you about changes to our terms or privacy policy</li> <li>(b) Asking you to leave a review or take a survey</li> </ul>	<ul style="list-style-type: none"> <li>(a) Identity</li> <li>(b) Contact</li> <li>(c) Profile</li> <li>(d) Marketing and Communications</li> </ul>	<p>Where you are a sole trader or partnership our legal basis will be:</p> <ul style="list-style-type: none"> <li>(a) Performance of a contract with you</li> <li>(b) Necessary to comply with a legal obligation</li> <li>(c) Necessary for our legitimate interests (to keep our records updated and to study how you use our Website or Service)</li> </ul> <p>Where you are an employee/agent of a landlord our legal basis will be:</p> <ul style="list-style-type: none"> <li>(a) Necessary to comply with a legal obligation</li> <li>(b) Necessary for our legitimate interests (to keep our records updated and to study how you use our Website or Service)</li> </ul>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<ul style="list-style-type: none"> <li>(a) Identity</li> <li>(b) Contact</li> <li>(c) Technical</li> <li>(d) Profile</li> </ul>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business)</p>

## Our lawful basis when you access our Website

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To administer and protect our business and this 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) Marketing and Communications (e) Technical	Necessary for our legitimate interests (to study how you use our Website, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our Website, services, marketing, customer relationships and experiences	(a) Technical	Necessary for our legitimate interests (to define types of customers for our 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 goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

### 4.2 MARKETING

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

#### Promotional offers from us

We may use your Identity, Contact, Technical 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 receive marketing communications from us if you have requested information from us (such as enquiring about becoming an accredited landlord) and, in each case, you have not opted out of receiving that marketing.

### **Third-party marketing**

We will get your express opt-in consent before we share your personal data with any other company or 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 the personal data we collect whilst you use our Website or Service.

## **4.3 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.

## **5. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

### **The University of Lincoln**

- The University of Lincoln acting as joint controllers or processors who are based in the UK and provide IT and system administration services and undertake leadership reporting.

### **University of Lincoln Students' Union Limited**

- University of Lincoln Students' Union Limited acting as joint controllers or

processors and who are based in the UK and provide IT and system administration services and undertake leadership reporting.

### **Other Public Bodies**

- The City of Lincoln Council acting as joint controllers or processors who are based in the UK whom we have partnered with to help produce this scheme and may have a need to share data with to ensure the better performance of the scheme and/or to satisfy statutory requirements and partnership agreement. Such data that may be shared is Identity data when a request has been made by the Landlord to become a member of the Council's Trusted Landlord Scheme and we are named as a Scheme the Landlord belongs too. has named SUAS Accreditation Scheme as their membership
- Lincolnshire County Council acting as joint controllers or processors who are based in the UK whom we may have a need to share data with to ensure the better performance of the scheme and/or to satisfy statutory requirements.

### **External Third Parties**

- Service providers acting as processors based in the UK who provide IT and system administration services, email or website hosting services.
- Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the UK who provide consultancy, banking, legal, insurance and accounting services.
- Regulators and other authorities acting as processors or joint controllers based in the UK who require reporting of processing activities in certain circumstances.
- 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.

## **6. INTERNATIONAL TRANSFERS**

We do not transfer your personal data outside the European Economic Area (**EEA**).

Whenever we transfer your personal data out of the EEA, 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 by the European Commission.
- Where we use certain service providers, we may use specific contracts approved

by the European Commission which give personal data the same protection it has in Europe.

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

## 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.

## 8. DATA RETENTION

### HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Type of data	Retention period	Reason for retention
Identity	Six years	To comply with our legal obligations.
Contact	Six years	To comply with our legal obligations
Technical	Six years	To comply with our legal obligations
Profile	Six years	To comply with our legal obligations
Marketing and communications	Six years	To comply with our legal obligations

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 requirements.

In some circumstances we may 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.

## 9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

- **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 continuing 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 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: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) 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; or (d) 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 to 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.

**9.1 NO FEE 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 clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

**9.2 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.

**9.3 TIME LIMIT TO RESPOND**

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