Your privacy

Publication check: Rightmove referencing, the main management email and landlord application decisions are confirmed. Other suppliers, overseas processing, cookies, retention and provider-level automated processing remain to be checked. The supplied ICO certificate is out of date and does not establish current registration status.

1. Who is responsible

Watson Property Group Ltd trading as WPG Sales & Lettings. Registered in England and Wales, company number 09641317. Registered office: Heddon Banks Farm, Heddon Banks, Heddon-on-the-Wall, Newcastle upon Tyne, NE15 0BU.

Our main management email is info@wpg-properties.co.uk. For privacy questions or to exercise your rights, contact Tom Watson using info@wpg-properties.co.uk | 0191 486 2414 | www.wpg-properties.co.uk. You may also write to the registered office. This notice covers landlords, sellers, tenants, buyers, applicants, guarantors, contacts and website visitors.

2. Information we use and its source

We use relevant contact and identity details, address history, property requirements, correspondence, viewing records, offers, tenancy and transaction information, payment records, references and evidence of income or funds. Where needed, we obtain identity, Right to Rent, anti-money laundering and sanctions-check information.

We receive information from you, joint applicants, landlords, sellers, agents, employers, referees, guarantors, conveyancers, property portals, reference and verification providers, public registers and official checking services. Website systems may record device, browser, IP address and service-use information. We collect only what is relevant to the purpose.

3. Why we use it and our lawful basis

Purpose	Basis and relevant interest
Enquiries, viewings and our client service	Contract / pre-contract steps where you are our client; legitimate interests in responding to enquiries and arranging property transactions for other contacts.
Referencing and managing tenancies or sales	Contract where applicable; otherwise legitimate interests in assessing applications, administering property and protecting the parties from loss or fraud.
Required identity, Right to Rent, AML, sanctions and accounting work	Legal obligation, where the relevant law applies. Checks are not all required for every transaction.
Repairs, disputes, security and complaints	Legal obligation where applicable; legitimate interests in safe property management, resolving disputes and securing records.

How information is handled

4. Sensitive information and required details

If you give us health or disability information for an adjustment, we limit it to what is needed. We must have an additional lawful condition for special-category data, such as explicit consent where appropriate, or another applicable statutory condition. Criminal-offence information requires a specific legal authorisation; we do not request it routinely.

If information is necessary for a statutory check or agreed service, we explain why. Without it, we may be unable to progress the application or transaction. Optional marketing information is not a condition of service.

5. Who receives information

We use Rightmove Landlord and Tenant Referencing for tenancy applications. We share the relevant application information for referencing and receive the resulting reports. Relevant findings are shared with the landlord to help them decide on the application. The service provider's privacy information should be read alongside this notice.

Where necessary, relevant information may go to the landlord or seller, the other transaction parties, guarantors, reference/credit and identity-check providers, conveyancers, surveyors, repair contractors, deposit schemes, insurers, payment providers, utility suppliers, councils, professional advisers, redress bodies and regulators. We share only what each recipient needs.

Hosting, email, property-management, document-signing and other IT suppliers may process information on our behalf under appropriate contracts. Some recipients act as independent controllers and supply their own privacy notices. We do not sell personal information.

6. International processing and security

If a supplier processes information outside the UK, we must identify the destination and use an applicable adequacy arrangement or appropriate safeguards, such as the UK International Data Transfer Agreement or UK Addendum, with the required assessment. Contact us for details and a copy of relevant safeguards, subject to lawful redactions.

Access is restricted to those who need it. We use appropriate technical and organisational measures and require suitable supplier security. No system is risk-free; this does not remove our responsibility to protect your information.

7. Marketing, cookies and decisions

We send electronic marketing only with consent or where a lawful soft opt-in applies. You can opt out at any time through the message or by contacting us. An enquiry does not automatically authorise unrelated marketing. Essential tenancy or transaction messages may continue.

Cookies and similar technologies require clear information. Consent-required technologies, including advertising trackers, must not operate before consent. Any statutory exception must meet its conditions. The website cookie information must identify the actual technologies, purposes, providers and duration, and provide the required choices.

Landlords make the final decisions on tenancy applications, informed by the application and referencing findings. A reference result is not itself the landlord's decision. Contact WPG if information used in your application is inaccurate. Any scoring or automated processing performed within the referencing service is separate and must be checked against the provider's current privacy information.

Retention, rights and contact

8. How long we keep information

We retain information only for a justified purpose and delete or anonymise it when no longer needed. The schedule below is proposed for WPG adoption and must match its systems before publication.

Record	Proposed period / rule
Unsuccessful enquiries and applications	Normally 12 months after last meaningful contact, unless a complaint or other documented need requires longer.
Core client, transaction and tenancy records	Normally six years after the relevant service or tenancy ends, where needed for claims and accounting. This is not a blanket requirement to keep every document.
AML records where regulations apply	Normally five years after the business relationship ends or an occasional transaction completes, subject to statutory exceptions.
Right to Rent evidence	For the tenancy and at least one year after it ends, where WPG is responsible for the check.
Marketing and suppression	While the permission or lawful basis remains current; retain minimal opt-out information to honour objections.
Complaints, claims and legal holds	For the period needed to resolve the matter and meet applicable legal requirements; review the hold when the matter closes.

9. Your rights

Depending on the circumstances, you can ask for access, correction, erasure, restriction or transfer of your data, and object to processing. You can always object to direct marketing. Where processing relies on consent, you can withdraw it without affecting earlier lawful use. Rights have conditions and legal exceptions.

Requests may be made verbally or in writing. We normally respond within one month; lawful extensions or pauses may apply, and we explain these where used. Requests are normally free. We may seek proportionate identity evidence. Statutory grounds may permit a fee or refusal for manifestly unfounded or excessive requests.

10. Complaints and updates

Contact Tom Watson using the details below. We acknowledge data-protection complaints within 30 days, investigate and keep you informed, and provide an outcome without undue delay. You can also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113.

We date revisions and communicate significant changes where required. External websites have their own privacy notices. This notice does not waive your rights.

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