

## PRIVACY NOTICE

### Who we are

Smart Bluefrog Ltd is a private limited company incorporated in England and Wales.

We are registered for VAT purposes. Our VAT registration number is 111485541.

Smart Bluefrog Ltd is a firm regulated by the Royal Institution of Chartered Surveyors. The RICS is the global professional body promoting and enforcing the highest international standards in the valuation, management and development of land, real estate, construction and infrastructure.

### How do we collect information from you?

We collect information from you in the following ways:

- Email, post and text correspondence with us
- Contact via 'phone
- Messenger and WhatsApp exchanges with us
- Our website

How you send information to us is your choice but please be aware that some methods are not secure. If you are unsure how you should send confidential data to us, please contact us and we may be able to help you.

### What type of information will we collect from you?

The information we collect will depend on the nature of the services we are providing. This may include the following:

- Contact details (including your name, address, date of birth, and email address)
- Photographic identification and proof of address documents (if required, to carry out due diligence)
- Employment/Business information (such as job title, business accounts, and operations)
- Banking and financial details (to establish the source of funds where a transaction is involved)

Where necessary to act in your best interests, we may need to process information which is sensitive in nature. In some circumstances we may need to share this information with third parties, for example representatives of the Local Planning Authority or the Planning Inspectorate. If you volunteer sensitive personal data, you will be allowing us to process it as part of engaging our services.



Trenoweth Manor Farm, St Columb, Cornwall, TR9 6EW T: 01637 889250 M: 07735 983 999

E: [verity@smartbluefrog.co.uk](mailto:verity@smartbluefrog.co.uk) W: [www.smartbluefrog.co.uk](http://www.smartbluefrog.co.uk)

Smart Bluefrog Limited is a private limited company incorporated in England and Wales.

Company Number: 7552322 VAT Number: 111485541



## **How is your information used?**

We will hold and use information about you in the following ways:

- Communicate with you during the course of providing our services, for example providing you with advice and dealing with your enquiries and requests.
- Prepare documentation to complete instructions on your behalf.
- Statistical purposes so we can analyse figures to help us manage our business and plan strategically for the future.
- Respond to any complaint or allegation made against us.
- Prevent money laundering or terrorist financing in accordance with RICS regulations.
- We will share personal data with a third party if required to do so by law.

## **Who your information will be shared with?**

We may pass your information to any third parties where required to do so in the course of providing professional services, or where we are obliged by law. This will include, but is not limited to:

- Government bodies (such as HM Land Registry or HM Revenue and Customs for property related work.)
- Local Planning Authority officers, Statutory Planning Consultees and representatives of the Planning Inspectorate.
- Professional or specialist advisers authorised by the client for the purposes of carrying out surveys, reports or providing any other advice or service.
- Any regulatory authorities
- Our insurers, legal advisors, accountants, RICS representatives and auditors as may be required
- Our bankers
- External auditors who may carry out independent checks of your file as part of our accreditations.
- We may share your data with third parties for marketing purposes where you have consented for us to do so.

## **Information collected from you about other people**

In the course of providing our professional services to you we may hold and use information about you, your business and/or your employees. When you provide information to us relating to your business or employees, you confirm that you are allowed to do so. You should ensure that those individuals understand how their data will be used by us.

In personal matters you may be providing other third-party data to us, for example details about your family members. You must have the authority to disclose personal data if it relates to someone else.

All data disclosed to us should be complete, accurate and up to date.

## **Information we collect about you from others**

Information may be passed to us by third parties in the course of providing our professional services. The processing of this information will be necessary for the progression of your instruction and to enable us to act in your best interests as your representative.

## **Phishing**

'Phishing' is an email fraud practice intended to gather personal information by deception. Fraudsters pose as a trusted source (like your bank) and try to get you to divulge your personal details.

If you suspect that you have received a fraudulent email:

- Don't click on any links or attachments
- Report a phishing email that appears to be from us, by contacting the company director, Verity Biddick MRICS FAAV, Mobile: 07735 983 999 or Email: [verity@smartbluefrog.co.uk](mailto:verity@smartbluefrog.co.uk)

We will never request money payments through a third party.

## **Children**

Our professional services are intended for adults. If you are aged 16 or under, please get your parent/guardian's permission before you provide us with personal information.

## **Website Use & Cookie Policy**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to tell you about the professional services we provide. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Our website incorporates the use of cookies. Cookies are small data text files that are placed on your computer when you visit a website. Cookies help to make websites work efficiently and provide us with information about how our website is used.

Wix.com Visitor Analytics collect the Internet protocol (IP) address used to connect your computer to the Internet; computer and connection information. It may use software tools to measure and collect session information, including page response times, visits to certain pages, and methods used to browse away from the page.

## **How long we keep your data for**

We will only retain your information for as long as is necessary to:

- Carry out the professional work
- Establish or defend legal claims that could be made against us.
- Comply with obligations under EU/UK law

### **How you can access and update your information**

You have the right to request that information we hold about you which may be incorrect, or which has been changed since you first told us, is updated or removed. These requests are free of charge and can be sent to Verity Biddick MRICS FAAV, Company Director of Smart Bluefrog Limited. Mobile: 07735 983 999 or Email: [verity@smartbluefrog.co.uk](mailto:verity@smartbluefrog.co.uk)

### **Policy changes or updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on our website.

