

Privacy Policy

Last Updated: September 2026

Thank you for visiting our website. Sterling Property Management MK Limited, trading as Branfold Property Management, is committed to protecting and respecting your privacy.

This Privacy Policy sets out the basis on which we process any personal information we collect about you or that you provide to us.

We may change this Privacy Policy from time to time, so please check back frequently.

1. About Us

This website is operated by Sterling Property Management MK Limited (trading as Branfold Property Management). For the purposes of UK data protection law, we operate as the Data Controller.

- **Registered Office:** Drydale House, Newton Cross Road, Newton-in-Furness, Barrow-in-Furness, Cumbria, LA13 0NB.
- **Company Number:** 14696447 (Registered in England and Wales).
- **Data Protection Officer:** Daniel Dixon
- **Contact Email:** daniel.dixon@branfold.co.uk

2. Information We Collect About You

We collect and process the following categories of information:

- **Information you provide to us:** You may give us information by filling in forms on our website or by contacting us by telephone, email, or otherwise. This includes your name, address, email address, telephone number, and any other information you choose to provide.
- **Information we automatically collect:** When you use our website, we automatically collect technical details about your device, your IP address, browser type, and information about how you interact with our website.
- **Information from third-party sources:** We may receive information about you if you use a third-party property portal website (such as Rightmove or Zoopla) to contact us. This could include details of your property search and your likely property interests.

3. How and Why We Use Your Personal Information

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

- **Performance of a Contract:** To provide the property management services you request, administer promotions, or take necessary steps before entering a contract with you.
- **Consent:** Where you have expressly consented to receive marketing communications or targeted advertising. You can withdraw your consent at any time by emailing daniel.dixon@branfold.co.uk
- **Standard Legitimate Interests:** To safely operate our website, improve our day-to-day property services, and protect our business interests.
- **Recognised Legitimate Interests:** Under UK law, we may process your data without a standard balancing test where it is strictly necessary for recognised public and commercial safety interests, including fraud prevention, reporting financial crime, and maintaining robust cybersecurity systems.
- **Legal Obligations:** To comply with statutory legal, regulatory, or tax obligations.

4. Sharing Your Personal Information

We may share your data with trusted third parties under strict confidentiality agreements:

- **Property Stakeholders:** When you instruct us to do so, we may share your data with prospective or current landlords, tenants, vendors, purchasers, and their professional advisors. If any of these parties are independent business entities, they will become distinct data controllers governed by their own privacy policies.
- **Suppliers and Subcontractors:** We share data with business partners, IT service providers, maintenance contractors, and suppliers who perform operations on our behalf.
- **Legal and Regulatory Authorities:** We may disclose your data to obtain professional legal advice, or to comply with law enforcement and regulatory authorities when legally compelled to do so.

5. Storing and Securing Your Information

The information we store about you is kept securely on computer systems based within the European Economic Area (EEA) or the UK.

While the transmission of information over the internet can never be completely secure, we deploy strict administrative, physical, and technical security protocols to safeguard your personal data against unauthorised access or disclosure once received.

We retain your personal information only for as long as is necessary to fulfil the purposes for which it was originally collected, depending on the nature of your interactions with us.

6. Automated Decision-Making

We do not use fully automated algorithmic decision-making, profiling, or tenant-scoring systems that produce legally binding effects on you. If our tenancy vetting procedures require automated credit check assessments, these are always subject to final human review and intervention.

7. Your Statutory Rights

Under UK data protection laws, you have the right to request access to, rectification of, or erasure of your personal data, as well as the right to restrict or object to certain types of processing.

When you submit a Data Subject Access Request (DSAR), we are legally entitled to request proof of identity or seek clarification regarding your request to ensure it meets reasonable and proportionate search limits. If we require this information, the statutory one-month response timeline will be temporarily paused ("stop the clock") until the necessary clarification is provided.

8. Statutory Data Complaints Procedure

If you believe that your personal data has been handled incorrectly, you have a statutory right to lodge a formal complaint with us.

- **How to submit a complaint:** Please email your complaint directly to our Data Protection Officer at daniel.dixon@branfold.co.uk
- **Our Timeline:** We will formally acknowledge receipt of your complaint within 30 days and outline our internal investigation steps.

If you remain dissatisfied with our final response or the handling of your complaint, you retain the legal right to escalate the matter directly to the UK supervisory authority:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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