

HARWOODS ESTATE AGENTS

PRIVACY POLICY

Last updated: 6 July 2026

Company	Harwoods Estate Agents Limited
Company number	17256474
Office address	One The Lexicon, High Street, Bracknell, RG12 1DG
Email	hello@harwoodsestateagents.co.uk
Telephone	01344 835 300

1. Introduction

Harwoods Estate Agents respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, share and protect personal information when you visit our website, request a valuation, instruct us, enquire about a property, arrange or attend a viewing, make or receive an offer, register as a buyer, communicate with us, use online tools, interact with our advertising or otherwise deal with our business.

2. Who We Are

The controller responsible for your personal information is Harwoods Estate Agents Limited, trading as Harwoods Estate Agents. We are registered in England and Wales under company number 17256474. Our registered office and trading address is One The Lexicon, High Street, Bracknell, RG12 1DG. Telephone: 01344 835 300. Email: hello@harwoodsestateagents.co.uk. ICO registration number should be inserted once confirmed.

3. Personal Information We Collect

Depending on your relationship with us, we may collect identity information, contact information, property information, transaction information, financial and affordability information, anti-money laundering and compliance information, communications, website and technical information, and marketing preferences.

4. Identity and Contact Information

This may include name, title, date of birth, signature, previous names where relevant, identity document information, passport or driving licence information, nationality where required for lawful compliance, home address, correspondence address, email address, telephone number, mobile number and communication preferences.

5. Property and Transaction Information

This may include property address, ownership information, tenure, title information, occupancy information, property characteristics, photographs, floor plans, videos, valuation information, viewing information, access arrangements, security information where operationally necessary, property condition information, offers

made or received, asking prices, agreed prices, chain information, transaction progress, solicitor or conveyancer details, mortgage position and sale progression information.

6. Financial, AML and Compliance Information

Where relevant, this may include proof of funds, mortgage agreement in principle information, source-of-funds information, source-of-wealth information, beneficial ownership information, company ownership information, sanctions screening results, politically exposed person screening information, fraud prevention indicators and risk assessment information.

7. Communications, Website and Marketing Information

We may collect emails, letters, text messages, website enquiries, notes of telephone calls, CRM notes, complaints, feedback, appointment records, social media communications, IP address, browser type, device type, operating system, approximate technical location, pages visited, referral source, cookie identifiers, analytics information, advertising interaction data, property search criteria, areas of interest and opt-in or opt-out records.

8. Special Category Information

We do not routinely seek special category personal information. In limited circumstances, we may process such information where necessary and lawful, for example where a customer voluntarily provides accessibility requirements, health-related appointment needs, vulnerability information or support needs.

9. How We Collect Personal Information

We may collect information directly from you, from people involved in a transaction, from public sources such as HM Land Registry, Companies House and planning records, and from third-party service providers such as property portals, lead-generation services, CRM providers, identity verification providers, anti-money laundering providers, fraud prevention services, analytics providers and advertising platforms.

10. Our Lawful Bases

We only use personal information where we have a lawful basis. Depending on the circumstances, our lawful bases may include contract, legal obligation, legitimate interests, consent, vital interests, and legal claims or other applicable conditions. Where processing is based on consent, you may withdraw consent at any time.

11. How We Use Personal Information

We may use personal information to provide estate agency services, value properties, prepare market appraisals, market properties, arrange photography and floor plans, publish listings, respond to enquiries, register buyers, match buyers with properties, arrange viewings, collect feedback, communicate offers, negotiate transactions, verify buying positions, progress sales, liaise with solicitors and mortgage advisers, manage chains, carry out AML checks, prevent fraud, comply with law, handle complaints, defend legal claims, maintain records, manage website security, analyse performance, improve services and conduct lawful marketing.

12. Property Marketing

Where you instruct us to market a property, relevant property information may be published or distributed through our website, property portals, social media, digital advertising, printed brochures, window displays, email alerts, direct marketing and third-party property platforms. We will not intentionally publish personal information unnecessarily.

13. Automated Valuations and Profiling

Where our website provides an online valuation or similar tool, information may be processed using automated or semi-automated methods. Automated outputs are estimates only. We may also carry out profiling for marketing or property matching based on areas of interest, property type, budget, previous enquiries, website interactions or valuation interest.

14. Anti-Money Laundering and Fraud Prevention

As an estate agency business, we may be legally required to carry out due diligence. We may verify identity and addresses, establish beneficial ownership, assess source of funds and source of wealth where appropriate, screen against sanctions lists and politically exposed person lists, use electronic identity verification, carry out risk assessments and retain compliance records. We may share information with service providers, regulators, HMRC, law enforcement bodies or other competent authorities where legally required or permitted.

15. Who We Share Personal Information With

Where necessary and lawful, we may share personal information with sellers, prospective buyers, joint owners, solicitors, conveyancers, mortgage advisers, surveyors, valuers, photographers, floor-plan providers, EPC providers, property portals, website providers, CRM providers, cloud hosting providers, email and communications providers, electronic signature providers, AML and identity verification providers, fraud prevention services, sanctions screening providers, payment providers, accountants, auditors, insurers, legal advisers, contractors, business support providers, regulators, HMRC, law enforcement, courts and other public authorities. We do not sell personal information to third parties for their independent marketing purposes.

16. Referral Partners

We may introduce customers to third-party providers such as mortgage advisers, conveyancers, surveyors, removal companies, utility services and other property-related providers. Where personal information is shared for a referral, we will ensure there is a lawful basis. Third-party providers may act as independent controllers and should provide their own privacy information.

17. Direct Marketing

We may send relevant marketing about properties, valuations, local market information, Harwoods services, offers and related property services where we have a lawful basis and comply with applicable direct marketing rules. You can opt out at any time by using an unsubscribe link, replying where appropriate, contacting hello@harwoodsestateagents.co.uk or telephoning 01344 835 300. We may retain limited suppression information to respect your opt-out preference.

18. Cookies and Similar Technologies

Our website may use strictly necessary, functionality, analytics, advertising, social media and conversion tracking cookies or similar technologies. Where consent is legally required, non-essential technologies should not be used until appropriate consent has been obtained. Further information should be provided in a separate Cookie Policy and cookie controls.

19. International Transfers

Some technology and service providers may process personal information outside the United Kingdom. Where personal information is transferred internationally, we will take appropriate steps required by applicable data protection law. Safeguards may include UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved contractual clauses or another lawful mechanism.

20. Data Security

We use appropriate technical and organisational measures designed to protect personal information, which may include access controls, password controls, multi-factor authentication where appropriate, encryption where appropriate, secure cloud services, staff access restrictions, backups, security monitoring, supplier due diligence, policies, procedures and staff training. No internet or electronic storage system can be guaranteed completely secure.

21. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including legal, regulatory, accounting and dispute-related requirements. AML records are generally retained for the legally required period, commonly five years after the end of the relevant business relationship or transaction. Contract and transaction records are generally retained for a period appropriate to contractual, legal, tax and limitation requirements, often up to six years. Marketing suppression records may be retained to respect opt-outs.

22. Your Data Protection Rights

Depending on the circumstances, you may have the right to access personal information, rectify inaccurate information, erase information, restrict processing, object to processing, data portability, withdraw consent and raise concerns about certain automated decision-making. These rights are not absolute and may be subject to legal exemptions. To exercise a right, contact hello@harwoodsestateagents.co.uk. We may need to verify your identity before responding.

23. Right to Object to Direct Marketing

You have the right to object to the use of your personal information for direct marketing at any time. If you object, we will stop using your information for that direct marketing purpose and may retain limited suppression information so we can continue to respect your request.

24. Data Protection Complaints

If you have concerns about how we use your personal information, please contact us first at hello@harwoodsestateagents.co.uk, by telephone on 01344 835 300, or by post at One The Lexicon, High Street, Bracknell, RG12 1DG. You also have the right to complain to the UK Information Commissioner's Office.

25. Children's Personal Information

Our estate agency services are not generally directed at children. However, property transactions can sometimes involve information relating to children, for example where a property is occupied by a family or ownership or inheritance arrangements involve a child. We will only process children's personal information where necessary, proportionate and lawful.

26. Third-Party Websites

Our website may link to external websites and services. We do not control third-party privacy practices. You should read the privacy information provided by those third parties.

27. Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes in law, regulatory guidance, our services, technology, suppliers or business practices. The current version will be published on our website with an updated date.

28. Contact Us

For questions about this Privacy Policy or our handling of personal information, contact Harwoods Estate Agents at hello@harwoodsestateagents.co.uk, by telephone on 01344 835 300, or by post at One The Lexicon, High Street, Bracknell, RG12 1DG.

Note: This document is a strong working draft for website publication and customer-facing use. It should be checked against Harwoods' final suppliers, redress scheme, AML registration, ICO registration, cookie tools, CRM, property portals, referral partners and signed terms of business before publication.