



Privacy Policy

Prime Location Homes - Privacy Policy

Who we are (Data Controller)

Prime Location Homes ("we", "us", "our") provides student and professional lettings in Birmingham.

Address: 23 Sefton Road, Birmingham, B16 9DR

Email: info@primelocationhomes.com | Phone: +44 7810 176698.

We are the Data Controller for the personal data described in this notice. Where we process data on behalf of a landlord or partner agency, they may be the Data Controller and we act as Processor.

What this policy covers

What we collect, how and why we use it, the lawful bases we rely on, who we share it with, international transfers, how long we keep it, and your rights.

1) The data we collect

- Enquiry/website data: name, contact details, preferences, messages; basic analytics and cookie data.
- Application & referencing: ID and DOB, previous addresses, student/employment status, affordability/credit checks, guarantor details.
- Tenancy management: tenancy agreement and rent records, maintenance requests, inspection/inventory files, correspondence, emergency contacts.
- Marketing preferences: opt-ins/opt-outs for property alerts or services.

2) How and why we use your data (lawful bases)

We process data to:

- answer enquiries and arrange viewings (legitimate interests);
- assess applications and conduct referencing (contract/legitimate interests);
- set up and manage tenancies, collect rent, handle repairs, ensure compliance (contract/legal obligation);
- prevent fraud, protect our properties and occupants (legitimate interests/legal obligation);
- send relevant property updates where you've opted in or we have a soft opt-in (consent/legitimate interests).

3) Who we share your data with

- referencing/credit agencies;
- approved contractors and maintenance providers;
- utilities/broadband providers where we help set up or include bills;
- payment services, accountants, professional advisers, insurers;
- IT, website, and CRM providers that host or support our systems only for the purposes described.

Third parties must process data securely and lawfully; we do not sell personal data.

4) International transfers

We aim to keep data in the UK/EEA. If a supplier stores data overseas, we use appropriate safeguards (e.g., UK IDTA or EU/UK Standard Contractual Clauses) and supplier due-diligence.

5) Retention

- General enquiries: typically 12-18 months.
- Tenancy records (including rent and correspondence): up to 6 years after tenancy end (to meet legal and accounting requirements).

6) Security

We use appropriate technical and organisational measures, restrict access to authorised personnel, and require processors to protect data.

7) Your rights

You can access, rectify, erase, restrict or object to processing; request data portability; and withdraw consent where used.

Contact info@primelocationhomes.com or +44 7810 176698. You can also complain to the ICO (ico.org.uk).

8) Marketing

We only send property updates where permitted (opt-in or soft opt-in). You can unsubscribe anytime via email or by contacting us.

9) Cookies & analytics

See our Cookies Policy for details on strictly-necessary, performance/analytics and preference cookies, and how to manage them.

10) CCTV (where installed)

Some communal areas or building exteriors may use CCTV for safety and crime prevention. Footage is retained for a limited period unless needed for an investigation and may be shared with law-enforcement or insurers.

11) Changes

We may update this policy; the latest version will always be on our website.