PRIVACY NOTICE

How Purple Door Properties Limited uses your personal information

Effective date	29 July 2026
ICO registration	ZB350170

This privacy notice explains what personal information we collect about prospective tenants, tenants, former tenants, guarantors and other people connected with a tenancy; why we use it; who we share it with; and the rights available to you.

1. Who we are

Purple Door Properties Limited, 28 Harrow Way, Maidstone, Kent, ME14 5TU (referred to as “Purple Door”, “we”, “us” or “our”) is a property managing agent and is responsible for the personal information described in this notice where we determine how and why it is used.

We act as a managing agent for several residential property owners. The relevant property owner will be identified in your application or tenancy documentation.

Purple Door and the relevant property owner will normally each be a separate data controller for the personal information used for their respective purposes. Purple Door determines how it handles enquiries, applications, referencing, communications and its own business administration. The property owner uses personal information in connection with its ownership of the property and the tenancy. In some circumstances, we may process information on the property owner’s documented instructions.

Our data protection contact is Marcel Jung. You can contact us about this notice or your information at:

- Email: office@purpledoorproperties.com
- Post: 28 Harrow Way, Maidstone, Kent, ME14 5TU

2. The information we collect

The information we collect depends on your relationship with us. It may include:

- identity information, such as your name, date of birth and copies or details of identity and right-to-rent documents;
- contact information, including your current and previous addresses, email address and telephone number;
- application and household information, including the proposed occupants, joint applicants, student status, educational institution and relevant information about pets or other occupancy requirements;
- financial and affordability information, including employment, income, benefits, bank details, credit commitments, rent-payment information and information supplied by a guarantor;
- referencing and due-diligence information, including employer, landlord and personal references, credit-reference results, County Court judgments, insolvency information and fraud-prevention results;
- tenancy information, including the property, tenancy terms, rent, deposit, utilities, inspections, repairs, maintenance, complaints, correspondence and the ending of a tenancy;
- information about nominated contacts, next of kin, guarantors and other people whose details you give to us;
- technical information generated when you use our website or communicate with us, such as IP address, device information, email records and website enquiry information; and
- where genuinely necessary, limited health, disability, vulnerability or accessibility information needed to make reasonable adjustments, respond to an emergency or manage a tenancy safely.

Information about other people. If you give us personal information about a guarantor, household member, referee, next of kin or another person, please tell them that you have done so and direct them to this notice.

3. How we obtain your information

We obtain information directly from you through enquiries, applications, referencing, tenancy documents, payments and our communications with you. We may also obtain information from:

- joint applicants, household members, guarantors and referees;
- landlords, property owners, letting agents and previous landlords;
- employers, accountants, educational institutions and benefit authorities;
- tenant-referencing, identity-verification, credit-reference and fraud-prevention providers;
- tenancy deposit schemes, local authorities, utility providers and publicly available records; and
- contractors and professional advisers involved in managing the property or tenancy.

4. Why we use your information and our lawful bases

Data protection law requires us to have a lawful basis for each use of personal information. We use your information as follows:

Purpose	What this covers	Lawful basis
Enquiries and applications	Responding to enquiries; arranging viewings; assessing applications; communicating with applicants.	Steps requested before entering a contract; legitimate interests in operating and protecting our property business.
Referencing and affordability	Checking identity, affordability, employment, rental history, credit status, insolvency and guarantor suitability.	Steps before entering a contract; legitimate interests in assessing tenancy risk, preventing fraud and protecting property and rental income.
Right-to-rent and legal checks	Verifying eligibility to rent and complying with statutory, regulatory, tax, accounting and law-enforcement requirements.	Legal obligation.
Tenancy administration	Creating and managing the tenancy; collecting rent and deposits; arranging inspections, repairs and services; handling communications and requests.	Performance of a contract; legitimate interests where the activity relates to property management but is not strictly contractual.
Safety, welfare and adjustments	Responding to emergencies, safeguarding people and property, and making appropriate accessibility arrangements.	Vital interests; legal obligation; legitimate interests. Where special-category information is involved, we also rely on an applicable condition under data protection law, such as explicit consent, vital interests or legal claims.
Debt recovery and disputes	Managing arrears, tracing debtors, enforcing agreements, dealing with complaints and establishing, exercising or defending legal claims.	Performance of a contract; legitimate interests; legal obligation; establishment, exercise or defence of legal claims where relevant.
Business administration	Accounting, audit, insurance, business continuity, improving our services, information security, record keeping and a possible business sale or reorganisation.	Legal obligation; legitimate interests in administering, securing and developing our business.

Purpose	What this covers	Lawful basis
Marketing	Sending information about properties or services where you have asked to receive it or where the law otherwise permits.	Consent, or legitimate interests where permitted. Electronic marketing will also comply with the Privacy and Electronic Communications Regulations.

Where we rely on legitimate interests, we consider the impact on you and use your information only where our interests are not overridden by your rights and freedoms. You may ask us for further information about this assessment.

Where we ask for consent, you may withdraw it at any time. Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn.

5. If you do not provide information

Some information is necessary to assess an application, complete legal checks, enter into a tenancy or administer it. If you do not provide required information, we may be unable to process your application, offer or continue a tenancy, arrange a requested service or comply with our legal obligations. We will tell you when providing information is optional.

6. Who we share information with

We share only the information reasonably necessary for the relevant purpose. Depending on the circumstances, recipients may include:

- the relevant landlord or property owner, together with joint tenants, guarantors and other parties to the tenancy where appropriate;
- tenant-referencing, credit-reference, identity-verification and fraud-prevention providers;
- tenancy deposit schemes, local authorities, government departments, benefit authorities, courts, regulators, the police and other public bodies where required or permitted by law;
- banks, payment providers, utilities, communication providers and service suppliers connected with the property;
- maintenance contractors, inventory clerks, surveyors, valuers, facilities managers and emergency service providers;
- our accountants, auditors, insurers, legal advisers, debt-recovery and tracing providers and other professional advisers;
- providers of property-management, accounting, document storage, email, website, backup, security and other business systems acting under appropriate contractual obligations; and
- prospective purchasers, owners or advisers if our business or a managed property is sold, transferred, reorganised or merged.

We do not sell personal information. We may disclose information where required by law, to protect someone’s vital interests, or to establish, exercise or defend legal rights.

7. Credit-reference and tenancy decisions

We instruct third-party tenant-referencing agencies to carry out credit, identity, affordability, employment, previous-landlord, fraud-prevention and related checks. Those agencies may obtain information from credit-reference agencies, public records and the references you provide. A poor or incomplete referencing result may affect whether a tenancy is offered or whether a guarantor or additional security is required.

We do not make decisions that have legal or similarly significant effects solely by automated means. Referencing results may inform a decision, but relevant information can be reviewed by a person. You may contact us if you believe information used in a decision is inaccurate or you would like us to reconsider the decision.

8. International transfers

Some of our service providers may store information in, or permit access from, countries outside the United Kingdom. Where this involves a restricted international transfer, we use a transfer mechanism permitted by UK data protection law. This may include UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved contractual clauses, or another lawful safeguard. Where required, we also assess whether the information will receive an appropriate level of protection.

You can contact us for further information about the safeguard used for a particular transfer and, where available, a copy of the relevant protection.

9. Security

We use appropriate technical and organisational measures designed to protect personal information against unauthorised access, alteration, disclosure, accidental loss or destruction. These include access controls, secure systems, backups, staff and contractor confidentiality requirements, and proportionate security monitoring. Access is limited to people who need the information for an authorised purpose.

10. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, insurance and dispute-resolution requirements. Our usual retention periods are:

Record	Usual retention period
General enquiries where no application follows	Up to 12 months after the last meaningful contact.
Unsuccessful or withdrawn applications and referencing records	Normally 12 months after the application closes, unless needed longer for a complaint, dispute, fraud prevention or legal claim.
Tenancy, guarantor, inspection, repair, complaint and correspondence records	Normally six years after the tenancy or relevant obligation ends.
Rent, deposit, payment, tax and accounting records	Normally six years after the end of the relevant financial year or transaction, and longer where required by law.
Right-to-rent check records	For the tenancy and at least one year after it ends, or for any longer period required by law.
Marketing records	Until you opt out or we determine the information is no longer current; suppression records may be retained to ensure we respect an opt-out.
Legal claims, fraud and debt recovery	For the duration of the matter and the applicable limitation period, and longer if legal proceedings or enforcement continue.

We may retain information for longer where litigation is contemplated or ongoing, a regulator or court requires it, or another legal obligation applies. When information is no longer required, we delete it securely or anonymise it.

11. Your data protection rights

Depending on the circumstances and the lawful basis used, you may have the right to:

- be informed about how we use your personal information;
- ask for access to your personal information and supplementary information about its use;
- ask us to correct inaccurate or incomplete information;

- ask us to erase information where there is no lawful reason to continue using it;
- ask us to restrict the use of information in certain circumstances;
- receive certain information you provided in a structured, commonly used and machine-readable format, or ask us to transfer it to another organisation, where the right to data portability applies;
- object to processing based on legitimate interests, including profiling based on those interests;
- object at any time to the use of your information for direct marketing; and
- withdraw consent at any time where we rely on consent.

Your right to object. You have the right to object to our use of your personal information where we rely on legitimate interests. We will stop unless we can demonstrate compelling legitimate grounds that override your interests, rights and freedoms, or the information is needed for legal claims. If you object to direct marketing, we will stop using your information for that purpose.

These rights are not absolute and exemptions may apply. We will normally respond within one month. We will not usually charge a fee, although the law permits a reasonable fee or refusal in limited circumstances, such as where a request is manifestly unfounded or excessive.

To exercise a right, contact office@purpledoorproperties.com. We may ask for reasonable information to confirm your identity and understand your request.

12. Complaints

Please contact us first if you have concerns about how we use your information. We will try to resolve the matter promptly.

You also have the right to complain to the Information Commissioner’s Office (ICO), the UK regulator for data protection:

- Website: https://ico.org.uk/make-a-complaint/
- Telephone: 0303 123 1113
- Post: Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

13. Changes to this notice

We may update this notice to reflect changes in our services, suppliers, legal obligations or use of personal information. The current version will be available on our website. Where a change is significant, we will take reasonable steps to bring it to the attention of affected individuals.

14. Keeping information accurate

Please tell us if your contact details or other personal information change so that we can keep our records accurate and up to date.