



PRIVACY POLICY

McLain Estate Agents ("we", "us" or "our") operates the website <https://www.mclains.co.uk> (the "Service").

DATA PROTECTION REGISTRATION

McLain Estate Agents is registered with the Information Commissioner's Office (ICO) under registration number ZB798820. We are fully committed to complying with all applicable data protection laws and regulations to ensure the security and confidentiality of your personal information.

This Privacy Policy explains how we collect, use, and disclose your personal data when you use our Service, as well as your choices regarding that data.

By using our Service, you consent to the collection and use of your information in accordance with this Policy. Unless otherwise defined in this document, terms used have the same meaning as in our Terms and Conditions, which are available at <https://www.mclains.co.uk>.

DEFINITIONS

Personal Data

Personal Data means any information relating to an identified or identifiable living individual who can be directly or indirectly identified from that data or from other information held by us.

Usage Data

Usage Data is information automatically collected about how the Service is accessed and used. For example, the duration of a page visit.

Cookies

Cookies are small data files stored on the user's device to help improve your experience.

Data Controller

The Data Controller is the individual or organisation that determines the purposes and means of processing Personal Data. For the purposes of this Policy, McLain Estate Agents is the Data Controller of your Personal Data.

Data Processor (or Service Provider)

Data Processor or Service Provider refers to any third party who processes data on behalf of the Data Controller.

Data Subject

A Data Subject is the living individual who is the subject of Personal Data.

User

The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

INFORMATION COLLECTION AND USE

We collect different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Address
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service - these cookies are essential to enable use of the Website, they manage session information and enable users to navigate through the Website.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

USE OF DATA

McLain Estate Agents uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support

- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about, unless you have opted not to receive such information

RETENTION OF DATA

McLain Estate Agents will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

McLain Estate Agents will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

TRANSFER OF DATA

Your information, including Personal Data, may be transferred to and maintained on computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside The United Kingdom and choose to provide information to us, please note that we transfer the data, including Personal Data, to The United Kingdom and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

McLain Estate Agents will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or a country unless there are adequate controls in place, including the security of your data and other personal information.

DISCLOSURE OF DATA

Disclosure for Law Enforcement

Under certain circumstances, McLain Estate Agents may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

McLain Estate Agents may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of McLain Estate Agents
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

SECURITY OF DATA

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

YOUR RIGHTS

McLain Estate Agents aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

Whenever made possible, you can update your Personal Data directly within your account settings section. If you are unable to change your Personal Data, please contact us to make the required changes.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the right:

- To access and receive a copy of the Personal Data we hold about you
- To rectify any Personal Data held about you that is inaccurate
- To request the deletion of Personal Data held about you

You have the right to data portability for the information you provide to McLain Estate Agents. You can request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

Please note that we may ask you to verify your identity before responding to such requests.

SERVICE PROVIDERS

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analysing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyse the use of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network.

You can opt-out of having your activity on the Service made available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visitors activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

LINKS TO OTHER SITES

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third-party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

CHANGES TO THIS PRIVACY POLICY

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

COMPLAINTS PROCEDURE

If you have any concerns or complaints regarding our handling of your personal data, please contact us promptly using the details below. We take all complaints seriously and will endeavour to resolve the issue swiftly and fairly.

If you remain unsatisfied after contacting us, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's independent data protection authority. You can contact the ICO at www.ico.org.uk or by telephone at 0303 123 1113.

TERMS AND CONDITIONS

Your use of our website and services is subject to our Terms and Conditions, which set out the contractual relationship between you and McLain Estate Agents. By using our Service, you agree to be bound by these Terms.

Please ensure you read and understand the Terms and Conditions, which are available on our website at <https://www.mclains.co.uk>.

DISCLAIMERS

Whilst McLain Estate Agents takes reasonable care to provide accurate and up-to-date information, we make no warranties or representations regarding the completeness, accuracy, reliability, suitability, or availability of the information, products, services or related graphics on the website for any purpose.

Any reliance you place on such information is therefore strictly at your own risk.

CONTACT US

If you have any questions about this Privacy Policy, please contact us:

- **By email:** info@mclains.co.uk
- **By phone number:** 01582 441225
- **By mail:** 41 Guildford Street, Luton, LU1 2NQ