

## **Pike Smith Kemp Rural Privacy Policy**

At Pike Smith & Kemp Rural, we are committed to maintaining the trust and confidence of our visitors to our web site. In particular, we want you to know that Pike Smith and Kemp Rural is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. In this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

### **Google Analytics**

When someone visits pskrural.co.uk we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **Mailing Lists**

As part of the registration process for property enquiries we collect personal information such as your name, email address, phone number and address. We use that information for a few reasons: to inform you about the properties you have asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We will keep inactive enquiry data for 5 years for the purpose of reporting. After 5 years your information will be removed.

### **Third Parties**

Pike Smith and Kemp Rural is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes.

Credit Reference Agency

We use the services of a Credit Reference Agency called TransUnion (formerly Call Credit) to carry

out money laundering checks. Their bureau privacy notice can be found through the following link:

<https://www.callcredit.co.uk/legal-information/bureau-privacy-notice>

### **Access to your personal information**

You are entitled to view, amend, or delete the personal information that we hold. Email your request to Jane Woodward at [jane@pskrural.co.uk](mailto:jane@pskrural.co.uk)

### **Data Security**

All our online data is held on a server managed by Heart Internet and we take all measures within our powers to keep it secure.

### **Cookies**

Name: `_gid`

Value: eg: GA1.3.1322442670.1390511553

Expiration: 24 hours

Created by Google Analytics and is used to distinguish users.

Name: `_ga`

Value: eg: GA1.3.1322442670.1390511553

Expiration: 2 years

Created by Google Analytics and is used to distinguish users.

Name: `_gat`

Value: eg: 1

Expiration: 1 minute

Created by Google Analytics and is used to throttle request rate.

Name: `cookieconsent_status`

Value: eg: dismiss

Expiration: 1 year

Created by cookie consent.

Name: cms\_default

Value: eg: 53479d2af45ea158862d0ecb7178547d0d345g67

Expiration: 1 day

Created by the website to manage your session on the website and improve your usability.

**We review our Privacy policy on a yearly basis. The next review date is the 6<sup>th</sup> September 2022**