

Privacy Matters at Latimer

Latimer, as part of Clarion Housing Group needs to process personal data in order to deliver our services to you:

- To develop homes for market sale and private rent
- To deliver on our Group ambition to 'transform lives and communities'

We are committed to treating your information securely, with respect and in line with data protection law. You can access our full privacy notice on our website (www.clarionhg.com), or ask us to send you a copy.



LATIMER
by Clarion Housing Group

Recording personal information about you

Most information we hold will be collected from you but we may also obtain this from third parties such as property or help to buy agents, the local authority, legal professionals and financial advisors. We will always tell you why we need your information and how we'll use it. We will only ask you for information that is relevant and necessary to the delivery of our services.

Information we hold about you will vary dependant on the services we provide to you. For example if we're collecting interest in a development, we will need your contact details and property requirements. If this development was only available to key workers, we would need to collect information about your employment.

We may apply markers to your information (for example, in relation to access requirements) to enable us to tailor and deliver services to you.

We may also create new data through profiling and automated decision making e.g. where we use systems to check if you are eligible for a service. You can object to this if you wish, further detail is available on our website.

Information sharing

Sometimes we need to share your information with other organisations that we work with or who provide services on our behalf. We will only share relevant details and we will ensure your information remains secure.

We may need to share information in order to provide services under contract (e.g. sharing your contact details with maintenance contractors during a defects period), or where it is in our 'legitimate business interests' (e.g. telling utility companies that you've moved in and have responsibility for the bills). In these circumstances, we don't need to ask for your consent. You have the right to object to processing based on 'legitimate interests'.

We will also share information:

- To meet our legal obligations
- In connection with legal proceedings (or where we are instructed to do so by Court order)
- To protect the vital interests of an individual (in a life or death situation)

When the information we need to share is defined as 'special' (e.g. information about health matters), we will generally ask you for consent before we share unless we are required or permitted to share this by law.

Turn over for more examples of where we may need to share your information. Full details are available in our website privacy notice, including how we contribute to the work of the National Fraud Initiative (NFI).

Verification of Identity

We might need to ask you for proof of identity where this is necessary for the delivery of our services. For example, to ensure eligibility for a property or if you make a Subject Access Request. We may also carry out security checks to verify your identity when we communicate with you or your representatives on the telephone.

Accurate and Up to Date

Please tell us if your information changes so we can keep it up to date. For example if you change your contact details (mobile number and email address), or if your circumstances change (e.g. a change in household members if relevant to your service). We won't keep your information longer than we need to. Our Data Retention Schedule outlines how long information is kept – you can access our retention schedule on our website.

Consent & Promotion of our Services

We will use your contact details to send you information and communicate with you about all matters associated with your service, purchase, reservation or other primary relationship with Latimer. We will not send you unrelated electronic 'direct marketing' (informing you about the range of services available at Clarion Housing Group or Latimer) unless you have agreed to this. We will never sell your details to 3rd parties for their marketing purposes. You have the right to object to direct marketing at any time, and our communications will always include clear instructions on how to 'unsubscribe'.

Your Rights

You can ask for a copy of the personal information we hold about you. This is known as a Subject Access Request (SAR). You can also request information to be corrected, erased or transferred to another organisation. Please put all requests in writing and include a copy of proof of address and valid ID. Further details outlining all of your rights in relation to your personal data are available on our website.

Examples of where we may need to share your information

Statutory Bodies such as Legal and Government organisations	<ul style="list-style-type: none">• Local Authorities e.g. Council Tax• DWP• Our Regulator, The Homes and Communities Agency (HCA) and any other successor body.
The Police and others within the criminal justice system	<ul style="list-style-type: none">• Probation• HM Prison Service• Youth Offending Teams.
Non-legal organisations	<ul style="list-style-type: none">• Other Housing Associations and landlords• Insurers• Banks• Utility companies, e.g. gas and electricity providers• Credit reference agencies & debt collection agencies.
Your representatives	<ul style="list-style-type: none">• A nominated friend, family member or solicitor• Local Councillor or MP
Persons or organisations associated with Latimer and Clarion Housing Group	<ul style="list-style-type: none">• Other companies within the Clarion Housing Group• Maintenance contractors• Other companies acting as an agent for Latimer or Clarion Housing Group and/or its operating companies e.g. companies employed by us to carry out satisfaction surveys.

Contact us:

dataprotection@clarionhg.com

The Data Protection Team
Clarion Housing Group
Level 6, 6, More London Place
Tooley Street
SE1 2DA

privatesales@latimerhomes.com

Latimer is part of the Clarion Housing Group which includes a number of subsidiary organisations such as Clarion Housing and Clarion Futures. For a full list of these, please see our full Privacy Statement.

Further information

The Information Commissioner (ICO) is also a source of further information about your data protection rights. The ICO is an independent official body. Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF, 0303 123 1113, www.ico.org.uk