

Popular Move (uk) Ltd

Privacy Policy 2025

We are Popular Move (uk) Ltd, company registration number 08947486, data protection registered number ZA058858

General Data Protection Regulation (GDPR) 2018

The General Data Protection Regulation (GDPR) 2018 is a legal framework of guidelines that regulates the collection, storing and processing of personal information of individuals within the European Union (EU)

The GDPR is specifically designed to set strategic guidelines for data management for businesses, and strengthen the individual rights of EU citizens. The GDPR replaces the Data protection act 1998

This policy has been written in line with the General Data Protection Regulation (GDPR) 2018. We are committed to safeguarding the privacy of our customers; this policy sets out how we will treat your personal information and what we will do with your personal information.

This policy explains what personal information we collect from you, how we collect it and for which purposes. The policy also explains your right to view your personal information held and how you can ask us to delete it.

Data Controller

Popular Move (uk) Ltd are a Data Controller. A Data Controller refers to a person who (either alone, jointly, or in common with other persons) determines the purposes for which – and the manner in which – any personal data are, or is to be, processed.

As a Data Controller, Popular Move (uk) Ltd are accountable for enforcing data protection principles. We adhere to the rules and regulations of GDPR 2018, we bear primary responsibility for ensuring that all of our data processing activities meet the strict requirements of GDPR 2018 guidelines.

Where is your Data Stored?

Your personal data is stored on our third party software. We also keep hard files of transactions electronically and in a secure office environment. We assure customers that our storage of personal details is in line with GDPR 2018 and that the third party software is also regulated by GDPR 2018.

Website

Popular Move (uk) Ltd only collect personal data from PopularMove.co.uk (our website) if the customer gets in touch directly. A form is filled out and emailed directly to mail@popularmove.co.uk. We process this personal data on the lawful basis contractual necessity. We will continue to store your personal data and contact/send you updates on properties on the lawful basis that Popular Move (uk) Ltd have a legitimate interest and that you the client also has a legitimate interest.

Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit any web site. They are widely used to make web sites work, or work more efficiently, as well as to provide information to the owners of the site. Like all other users of cookies, we may request the return of information from your computer when your browser requests a web page from our server. Cookies enable our web server to identify you to us, and to track your actions and the pages you visit while you use our website. The cookies we use may last for a single visit to our site (they are deleted from your computer when you close your browser), or may remain on your computer until you delete them or until a defined period of time has passed.

Although your browser software enables you to disable cookies, we recommend that you allow the use of cookies in order to take advantage of the features of our website that rely on their use. If you prevent their use, you will not be able to use all the functionality of our website

Google Analytics

Popular Move (uk) Ltd uses google analytics to provide us with reports on website activity (traffic). It collects technical and usage data on the lawful basis that Popular Move (uk) Ltd has a legitimate interest.

Registration

The act of registering on our mailing list or arranging a viewing. Popular Move (uk) Ltd recognise that any communications initiated by the customer are transactional and we record your personal data on the lawful basis contractual necessity. Following the fulfilment of the initial contact and process of data we will continue to store your personal data and contact/send you updates on properties on the lawful basis that Popular Move (uk) Ltd have a legitimate interest and that you the client also has a legitimate interest. We constantly review the legitimate interest on a monthly basis if we believe that both our legitimate interest have come to an end then we will contact you or further consent to keep and process your personal data.

Valuation

When asking Popular Move (uk) Ltd to value your property we record your details and use the personal data on the lawful basis contractual necessity until the valuation is complete. Upon completion of the valuation we will store your details on the lawful basis that Popular Move (uk) Ltd have a legitimate interest and that you the client also has a legitimate interest. We constantly review the legitimate interest on a monthly basis if we believe that both our legitimate interest have come to an end then we will contact you or further consent to keep and process your personal data.

Completions

In order to comply with a legal or regulatory obligation Popular Move (uk) Ltd are required by the Limitations Act 1980 to keep transaction records for 6 years. This applies to past and present transactions.

Email

We receive emails from online portals that contain your personal data, we process this data on the lawful basis contractual necessity. We will record your details, phone and send you further emails/texts re other properties on the lawful basis legitimate interest. We constantly review the legitimate interest on a monthly basis if we believe that both our legitimate interest have come to an end then we will contact you or further consent to keep and process your personal data.

Third Parties

Popular Move (uk) Ltd are not responsible for the privacy policies or practices of third parties. We sometimes need to pass personal data to third parties. We will always gain your consent before passing details to third parties. Popular Move (uk) Ltd store personal data using Thesaurus Technology an Estate Agency software provider a copy of their Privacy policy can be found in our office. We also store personal data on a Office365 Cloud. We also collect and process the personal data. This may include personal data received directly from data subjects when we directly interact with them. It may also include data received from third parties. Third parties include, but are not restricted to – the ZPG group (including Zoopla), MRI, Onthemarket.com, Newsquest (Western Telegraph).

We may receive data from social media platforms including Facebook and Twitter.

Below is a list of third parties who we share personal data with and the purpose of the processing.

- MRI – An Estate Agency Software provider used to store the personal data of our applicants, vendors and properties.
- Office365 – A cloud back up that we can access remotely, used to store client's personal documentation relating to the sale or purchase of a property and property details including pictures.
- WordPress – Website software
- Email Host – Microsoft Mail Servers
- Credit Safe – Anti Money Laundering checking agency
- Let Alliance – Tenant Referencing Agency
- Quickbooks – Accountancy Service

Canvassing

Popular Move (uk) Ltd occasionally send out unspecific canvassing material to properties. We do not canvass using personal data. Popular Move (uk) Ltd will use "sold near you" canvassing material, we have gained consent from the instructing client to do so.

Current Database

Our current database is very important to us. If we are holding your personal data prior to the GDPR changes on May 26th 2018 we will be contacting you to let you know we have your personal data and will continue using your personal data on the lawful basis of legitimate interest. You of course have the right for your data to be deleted, if this is the case please contact us.

What Data do we hold?

Popular Move (uk) Ltd record the following types of data. Name, address, telephone number and email address. We are required by HMRC to adhere to the Anti Money Laundering Regulations 2017 this requires us to record and store Identification for buyers and sellers. We are required by HMRC to hold this information for 6 years

Purposes for which we use your personal data.

We have set out below, some of the ways we plan to use your personal data, and which of the legal basis we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Contractual necessity
Property Updates	(a) Identity (b) Contact	Legitimate interest of the applicant
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Contractual necessity (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To use data analytics to improve our website, products/services, marketing, customer	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our relationships and experiences website updated and relevant, to develop our business and to inform our marketing strategy)

To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)
To verify ID of a buyer and seller	(a) Identity	Necessary for us to comply with a legal or regulatory obligation

Lawful Basis Glossary

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Contractual necessity means processing your personal data in order to fulfil our contractual obligations to you. Or where you have asked us to do something.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Consent – means genuine unambiguous consent from you before we process your personal data

Deleting Data

All of our clients have the right to request that their personal data is deleted. If requested the client will receive written confirmation of what data was held and what has been deleted.

On an occasion we may be asked to delete data that relates to a previous transaction (completed sale) we have the right to deny this, as we are required by HMRC to store records for 6 years.

We are also required store ID to prove a client’s identification upon request by HMRC AML 2017.

Data Breach

Popular Move (uk) Ltd takes the safeguard of our clients and their personal data seriously. In the event of a data breach the clients will be made aware of the data breach with 72 Hours of discovery. A record will also be logged with the ICO.

Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by email.

Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

Contact

If you have any questions about this privacy policy or our treatment of your personal data, please write to us by email to mail@popularmove.co.uk or by post to

Popular Move, Avallenau House, Merlins Bridge, Haverfordwest, Pembrokeshire SA61 1XN

Date of Implementation: 23rd May 2018

Reviewed: 10th Jan 2025