



Privacy Policy

This privacy policy informs you what to expect when Stuart Rushton & Company collects personal information. We may change this Privacy Policy from time to time, so please check back frequently. It applies to all information we collect about:

- Visitors to our website (including cookies and similar technology).
- People who use our services: for example but not limited to; subscribe to our newsletter, request property details, request a valuation, engage us to sell a property, carry out viewings with us.
- Job applicants and current and former employees

The Data Protection Officer for the company is Lindsay O'Brien and can be contacted at data@srushton.co.uk.

The information we collect and how we use it.

When you register with our web site in order to receive property details we need to know your name, e-mail address, contact telephone numbers and the type/location of property you are interested in. At the point where we conduct a viewing we also require your home address and your position with regards to purchase. We gather this information to allow us to process your registration and provide you with the property details you have requested.

When contacting us to request a valuation we need to know your name, property address, e-mail address, contact telephone numbers and any other parties who have an interest in the property. We gather this information to allow us to process your request for a valuation and to ensure that we fulfil our legal obligations.

When either selling or purchasing a property we are required to hold copies of identification documents to comply with Anti-money Laundering Regulations. We also use online checks to establish identity of our clients using SmartsearchUK (details of which can be found under the section Third Party Partners).

The above information is classed as being 'personally identifiable information'.

On registration you will have had the option to register for further marketing or related services which we think may be of interest to you. These communications may be supplied via our Third Party Partner – BriefYourMarket (details of which can be found under the section Third Party Partners). If you no longer wish to receive this information or wish to be unsubscribed from our database please send an e-mail to data@srushton.co.uk.

How we receive the information

The information that we hold may be supplied to us by telephone, in person at our offices, by e-mail or by referral from one of our third party partners for marketing or administration purposes. Google Analytics is used to record details of visitor behaviour patterns but this is processed in a way which does not identify anyone.

We also use Cookies on our website and full details can be found in the section Cookies.

How we store the information

The information you provide is stored in our secure database for our internal use. Your data is also sent securely to third partners for us to fulfil our legal obligations or to complete our marketing material. Details can be found in the section Third Party Partners.

How we use the information

We use the information to enable us to interact with you effectively from either a selling or purchasing perspective or both where applicable or to meet our legal obligations. Information may be processed by a third party partner and is held for a required period of time to meet contractual or legal obligations.

How we protect your information

When you provide your information we take all reasonable steps to keep these details secure and free from unauthorised access and our internal systems are updated in accordance with changes in legislation or technology. We also take steps to ensure our third party partners follow the same level of care of your data.

Third Party Partners

Our Third Party Partners are as follows:

Expert Agent (internal database) – Vallis House, 57 Vallis Road, Frome, Somerset BA11 3EG

Smartsearch UK (AML) – Mayfield House, Lower Railway Road, Ilkley, Leeds LS29 8FL

BriefYourMarket (auto mailer system) – Brindley House, Outrams Wharf, Little Eaton, Derby DE21 5EL

Acaboom Limited (pre/post valuation comm's) - 35 Eghams Wood Rd, Beaconsfield HP9 1JX

Property Pictures (photographer) – Macclesfield, SK10 3LZ

Property Shots (photographer) – Nantwich, Cheshire CW5 6PN

Bold Media (photographer/drone video) –, Northwich, Cheshire CW9 8FX

Smartgraph.org (floorplans, EPC's) – Antrobus, Cheshire CW9 6LD

Data may also sent to solicitors for the purpose of confirming a sale or purchase of a property and these are confirmed with each party at the time the sale is agreed and is required to fulfil our contract obligations.

Data is received from third party partners in the form of leads from property portals. These are:

Rightmove PLC – 4th Floor, 33 Soho Square, London W1D 3QU

OnTheMarket - PO Box 450, 155-157 High Street, Aldershot GU11 9FZ

Cookies

We use cookies and other similar technologies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website (for example, to remember your details and improve our website). By using our website, you agree to our use of cookies.

The cookies on our website are either set by us or by third party partners and fall into the following categories:

First party session management

These are typically required by us to make sure you can move freely from one page to another and so that you can access and use certain services within the website. Normally, these cookies only last whilst your browser is open and are deleted when it is closed. Some may need to remain for the duration of your visit (a "session") or longer.

Cookie name	Description	Duration
3ada1d7ebede3c4d214d085418b6fd58	Used by our website to remember website search criteria and preferences	Session

Third party session management

These cookies are used to allow interaction between our website and certain of our third party providers when you are using our website.

Cookie name	Description	Duration
remote_sid	Allows YouTube to store a unique user ID	Session
vuid	Allows embedded Vimeo videos to work	2 years

Functionality

These cookies allow you to set and store preferences for our website, such as when you are offered the option to customise elements of the layout or content of the website.

Third party	Description
AddThis	Provides easy social media bookmarking http://www.addthis.com/privacy/opt-

Interest-based advertising

These cookies allow third parties to identify what you might find interesting, allowing a more personalised and relevant selection of advertisements to be displayed when you browse the internet. They normally won't just be from us, but build an overall, but anonymous, picture of your preferences based on how you have browsed the internet to deliver more relevant advertising. You may see interest-based advertising on our website, but also on third party websites using information collected about your browsing activity on our website.

Third party	Description
AddThis	Collects information about your visit to our website for targeted advertising http://www.addthis.com/privacy/opt-out
AppNexus	Collects information about your visit to our website for targeted advertising https://www.appnexus.com/en/company/platform-privacy-policy#choices
Bluekai	Allows advertisers to serve advertising using cookies to our website http://www.bluekai.com/privacypolicy.php

DoubleClick	Collects information about your visit to our website for targeted advertising https://www.google.com/intl/en/policies/privacy/
distillery	Collects information about your visit to our website for targeted advertising https://dstillery.com/privacy-policy/#strong-privacy
global.ib-ibi.com	Collects information about your visit to our website for targeted advertising https://assets.web.com/legal/English/PrivacyPolicy.pdf
Lotame	Collects information about your visit to our website for targeted advertising https://www.lotame.com/about-lotame/privacy/opt-out/
Media Innovation Gro	Collects information about your visit to our website for targeted advertising http://www.themig.com/en-us/#
MediaMath	Collects information about your visit to our website for targeted advertising http://www.mediamath.com/privacy-policy/
Oath	Collects information about your visit to our website for targeted advertising http://privacy.aol.com/
Semasio	Collects information about your visit to our website for targeted advertising http://www.semasio.com/de/nc/en/opt-out/
Tapad	Collects information about your visit to our website for target advertising https://www.tapad.com/privacy-policy/#opt-out
The Trade Desk	Collects information about your visit to our website for targeted advertising http://insight.adsrvr.org/track/stop?action=dooptout
.w5cc.net	Collects information about your visit to our website for targeted advertising http://www.addthis.com/privacy/opt-out
Weborama	Collects information about your visit to our website for targeted advertising https://weborama.com/e-privacy/
YouTube	Serves interest-based advertising on embedded YouTube videos https://www.youtube.com/static?template=privacy_guidelines&gl=GB

Refusing or withdrawing your consent to cookies

You may adjust your browser settings to refuse cookies, but some of the services on our website may not work if you do so. You can find our more information about cookies at www.allaboutcookies.org and www.youronlinechoices.eu. You can disable cookies placed through AddThis by clicking [here](#).

Your rights

You have the right to tell us not to use your personal information for marketing purposes. You can exercise this right by unsubscribing using the link in any of the marketing emails we send you.

UK data protection law also gives you the right to access your personal information, to object to the use of your personal information for certain purposes, and the right to erase, restrict or receive a machine-readable copy of your personal information. You can exercise any of these rights by contacting us at the address above or by emailing data@srushton.co.uk.

We will comply with the law in responding to your requests. That means that there may be some legal reasons why we cannot comply with all requests.

Links to other websites

Our website may contain links to other websites that are not run by us. If you follow a link to another website, please note that other websites have their own privacy policies and we are not responsible for those policies or other websites' content. You should check these privacy policies before submitting any personal information to these websites.

Making a complaint about the way in which your data is stored or used

In the unlikely event that you have a complaint regarding the way your data has been used or stored by Stuart Rushton & Company, please contact Stuart Rushton at data@srushton.co.uk or write to:

Data Protection Officer
Stuart Rushton & Company
35 King Street
Knutsford
Cheshire WA16 6DW