

Privacy Notice

Last updated: LWC Consultancy and Property Sales Lettings Limited (LWCL)

1. Introduction

This Privacy Notice explains how **LWCL** collects, uses, and protects your personal information when you visit our website, enquire about our new-build homes for sale or rent, or interact with us in relation to our mixed-use developments.

We are committed to protecting your privacy and handling your personal data in a transparent and secure way, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

LWCL is the data controller responsible for your personal data.

Email: sales@lwcl.co.uk

Telephone: 0161 524 7111

3. Personal Information We Collect

We may collect and process the following personal data:

Information you provide to us

- Name
- Email address
- Telephone number
- Preferred method of contact
- Property interests (sales, rentals, or both)
- Budget range, move-in timeframe, and location preferences
- Any information you submit through enquiry forms, registrations, or correspondence

Information collected automatically

- IP address
 - Browser type and device information
 - Website usage data (pages visited, time spent, referral source)
 - Cookie and tracking data
-

4. How We Use Your Information

We use your personal data to:

- Respond to enquiries and provide information about our developments
 - Arrange viewings, appointments, and follow-ups
 - Manage sales and rental enquiries and customer relationships
 - Send relevant updates about availability, launches, or incentives (where permitted)
 - Improve our website, services, and customer experience
 - Comply with legal and regulatory obligations
-

5. Lawful Basis for Processing

Under UK GDPR, we rely on the following lawful bases to process your personal data:

- **Consent** – where you have opted in to receive marketing communications
 - **Contractual necessity** – where processing is required to take steps toward a sale or tenancy
 - **Legitimate interests** – to manage enquiries, improve services, and operate our business
 - **Legal obligation** – where required by law
-

6. Marketing Communications

We may send you marketing communications about our homes, developments, or related services if:

- You have consented, or
- We are permitted to do so under UK electronic marketing laws

You can opt out at any time by clicking the unsubscribe link in our emails or contacting us directly.

We do **not** sell your personal data to third parties.

7. Sharing Your Information

We may share your personal data with trusted third parties, including:

- Sales agents, lettings teams, and on-site property managers
- IT, CRM, and website service providers

- Marketing and analytics providers
- Professional advisers (legal, financial, compliance)
- Regulatory or law enforcement bodies where required

All third parties are required to keep your information secure and use it only for agreed purposes.

8. Cookies

Our website uses cookies and similar technologies to improve functionality, analyse performance, and enhance user experience. You can manage cookie preferences through your browser settings or via our cookie banner.

9. Data Security

We use appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, alteration, or disclosure.

10. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Notice, including legal, accounting, or reporting requirements.

11. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict or object to processing
- Withdraw consent at any time
- Request data portability

To exercise your rights, please contact us using the details in Section 2.

12. Third-Party Links

Our website may contain links to external websites. We are not responsible for the privacy practices or content of third-party sites.

13. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be published on this page, with the revision date updated accordingly.

14. Contact Us

If you have any questions about this Privacy Notice or how we handle your personal data, please contact:

LWC Consultancy and Property Sales Lettings Limited (LWCL)

Email: sales@lwcl.co.uk

Phone: 0161 524 7111