

Privacy Policy

Up Your Street

Registered name: UP YOUR STREET GROUP LTD

We are the controller of your personal data. For more information on controllers and their responsibilities please see guidance on [data protection principles, definitions, and key terms](#).

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Email

contact@upyourstreet.co

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Date of birth
- Purchase or account history
- Account information
- Website user information (including user journeys and cookie tracking)

We collect or use the following information for **the operation of customer accounts and guarantees:**

- Names and contact details
- Addresses
- Account information, including registration details

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details
- Addresses
- Location data

We collect or use the following information to **comply with legal requirements:**

- Name
- Contact information
- Identification documents

We collect or use the following personal information for **dealing with queries, complaints or claims:**

- Names and contact details
- Address
- Account information

Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)

- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection

rights may apply, except the right to portability. Our legitimate interests are:

- Our legitimate interest: To run and improve our estate and lettings services efficiently and securely, including handling enquiries, arranging valuations and viewings, matching applicants to properties, progressing offers\tenancies, and keeping accurate records of interactions and preferences. Why it's necessary: We need basic contact and service information (e.g., name, email\phone, property requirements or property details, appointment availability, communication history) to respond to enquiries, coordinate appointments between buyers\tenants and sellers\landlords, follow up on viewings and offers, provide updates on a transaction\tenancy, and resolve issues. Without this processing we cannot provide a reliable, safe service or meet people's reasonable expectations when they contact us. Benefits vs. risks: Benefits include quicker responses, fewer missed appointments, better property matches, clearer audit trails, and improved service quality and security (e.g., fraud\spam prevention on forms). Potential risks are unwanted contact or over-collection of data. We minimise these by collecting only what is relevant, using it only for the purpose collected, limiting retention, training staff, applying access controls, and using reputable service providers under contract. Fairness and balance: Individuals would reasonably expect this use when they contact an estate\lettings agency. We do not sell personal data. People can object at any time to uses based on legitimate interests (e.g., non-essential follow-ups) and we will stop unless we have compelling grounds. Marketing under "soft opt-in" is limited to similar services with a clear, easy opt-out in every message.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

- We rely on legitimate interests to create and run secure customer accounts and to administer tenancy\rent guarantees and guarantor arrangements. We use basic identifiers, login and preference data, and relevant guarantee\guarantor details to provide self-service access, protect accounts, keep accurate records, and manage renewals\claims. Benefits (security, speed, accuracy, reduced fraud) outweigh risks, which we minimise through data minimisation, access controls, retention limits and vetted providers. You can object to processing based on our legitimate interests.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We rely on legitimate interests to send service updates and marketing about our similar services (e.g., relevant property alerts, market updates, valuation reminders) to customers and enquirers. This is necessary to keep people informed about opportunities they’ve asked us to help with and to progress ongoing sales\lettings. Benefits include timely matches, fewer missed opportunities and clearer communication. Risks (unwanted messages) are minimised by limiting to similar services, respecting preferences, capping frequency, including an easy unsubscribe in every message, and not selling data. Individuals can object at any time. Where required, we use consent instead.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We rely on legitimate interests to collect and use information needed to handle queries, complaints and claims. This may include contact details, account\tenancy\sales records, communications and relevant evidence. Processing is necessary to investigate issues, respond accurately, resolve disputes, prevent fraud and improve our service. Benefits include faster, fairer outcomes and clear audit trails. Risks (over-collection or disclosure) are minimised by collecting only what’s relevant, limiting who can access it, keeping it for defined periods, and using contracted providers where needed. We don’t sell data. You can object where we rely on legitimate interests.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you

How long we keep information

We keep personal data only as long as needed for the purpose collected and to meet legal/claims requirements, then delete or anonymise. We pause deletion if a complaint, investigation or claim is ongoing.

- **Enquiries & emails:** up to **18–24 months** from last contact
- **Accounts (applicants/landlords/vendors):** while active, then **24 months** of inactivity
- **Sales & lettings/management files:** **6 years** after completion/tenancy end
- **Guarantor/guarantee records:** **6 years** (or **12 years** if signed **as a deed**)

- **AML/KYC documents: 5 years** from end of relationship/transaction
- **Finance & tax records: 6–7 years**
- **Complaints & claims: 6 years** after closure
- **Marketing preferences & opt-outs:** kept to honour your choices (suppression list retained)
- **Website security/access logs:** up to **12 months**

We review these periods **annually** and adjust if laws or guidance change.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

Who we share information with

Data processors

Website hosting & platform provider (Automattic – WordPress.com)

This data processor does the following activities for us: Host our website and databases, provide security, performance, backups and technical logs under our instruction.

Form security \ / anti-spam (Google reCAPTCHA; Akismet – if enabled)

This data processor does the following activities for us: Analyse form interactions \ / submissions to block bots \ / spam and protect our site.

Others we share personal information with

- Professional or legal advisors
- Warranty and guarantee providers
- Professional consultants
- Organisations we're legally obliged to share personal information with
- Suppliers and service providers

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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1 October 2025