

# Jeffries Estate Agents

## Data Protection - Privacy Policy and Cookies Policy

Thank you for taking the time to visit our website. Jeffries & Partners (Limited) respects each person's privacy and this Policy will advise you how we collect and use the personal information that you supply to us.

By submitting your data to us, it is implied that you have given us your permission to use your data under the terms of this Policy. Our Privacy Policy is updated from time to time, so please check our website regularly to ensure you are fully up-to-date with how we deal with the information you have provided to us.

### **Why we need your details**

Jeffries & Partners collect and use your personal details, which can include telephone numbers, address and e-mail, so that we can process one of the following:

- Reply to any requests for information that you ask us for
- Clarify any particular query
- Resolve any problems with services that we may supply to you
- Supply details of any product or service within the Jeffries & Partners group of offices only that we believe may meet your needs
- Cross check any information that we receive with that held on our database
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### **How we receive the information**

The information that we hold may be supplied by you directly to us by telephone, office visit or e-mail. We may also have information that has been supplied to us by one of our business partners for marketing purposes. We class this as being 'personally identifiable information', which means it can be used to identify you, personally. This includes our collation of IP addresses, which can be defined as being a unique string of numbers separated by full stops that identifies a person's computer. We use IP addresses to gather statistical information and to track visitor behaviour on our website. This allows us to re-target people through other forms of online advertising and to provide our website visitors with the most relevant sources of information that we can. We also collect some non-personally identifiable information, which is data that relates to you but which does not identify you personally.

### **Who has access to this information?**

Your personally identifiable information details will be kept within the Jeffries & Partners organisation until such time as you ask for them to be removed or we decide that, in absence of any response, they should be removed. Your details will not be sold or otherwise disposed of to any third party except where we are legally obliged to do so or where we believe that such action will protect the interests of Jeffries & Partners and/or the security of its staff. At times, we pass on 'non-personally identifiable information' to third parties in order to collect statistical data for the purposes of online retargeting.

### **How we may use this information**

We sometimes run marketing campaigns which use the data we collect to target Jeffries & Partners banners and adverts to you when you are on certain other websites (this is known as Digital Marketing Retargeting). We do this by using a range of digital marketing networks and advert exchanges, and advertising technologies such as web beacons, pixels, ad tags, cookies, and mobile identifiers. The banners and adverts you are served will be based on your previous visits to our website and which pages you landed on, or clicked on.

### **Use of pixels on our website**

A pixel is an analytics tool that allows us to measure the effectiveness of our online advertising by understanding the actions people take on our website. At certain times, we use a pixel to assess visitor journeys, which allows us to run online advertising campaigns that retarget our site visitors, and a wider targeted audience, with relevant marketing information.

### **Use of cookies on our website**

A cookie is a small text file that is downloaded onto your computer when you visit certain websites and allows a website to recognise a user's computer. Cookies are used to help users navigate websites more efficiently and to perform certain functions, as well as to provide information to the owners of the website

### **What cookies do Jeffries & Partners use?**

Below is a list of the cookies used by this website and provides a description of how each cookie works.

- **Google Analytics (utmz, utma, utmb, utmc)**  
This website uses Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate your use of our website and compile reports for us on activity of our website.
- **My property shortlist (jssShortlist)**  
Records the ID number of the property the user has add to their shortlist.
- **PDF download registration (jssPDFreg)**  
Records the users input to stop multiple application submissions.
- **Back to list links (jssBacktoList)**  
**Only lasts for the current browsing session**  
Records the last property list the user viewed.

### **How do I restrict or delete cookies?**

The cookies we use are essential for parts of the website to operate, some may have already been set. You may delete and block all cookies from this website, but please be aware that restricting or deleting cookies may impact on the functionality of the website. Your web browser may allow you to restrict or delete cookies set by this website. The Help function within your browser should tell you how. Alternatively, you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) where you can find information about cookies and learn how to manage cookies on your computer.

### **Use of third party testimonial gatherers**

At certain times we ask our clients to provide online testimonials or reviews about the service they have received from Jeffries & Partners. In the interests of best practice this review is requested by a recognised third party testimonial gatherer; this is done by them contacting our clients by email on the email address we have provided to them. Once the review has been received back from the client, it is emailed back to our marketing department, which then publishes it on our website for visitors to see. At certain times these testimonials are used for other online or print marketing purposes; we protect our clients' identity by ensuring that actual names are not provided in the reviews.

### **How secure are your details?**

When you register your details, we will take all reasonable steps to keep these details secure and free from unauthorised access by use of technology and internal systems that will be updated as new technology becomes available and is appropriate to our systems.

### **Third party sites**

Third party Internet sites that you can link through to from our website will not be covered by our Privacy Policy and Jeffries & Partners accept no responsibility or liability for any actions that these sites may perform. We advise that you should check the policy of each site that you visit.

**Removing or changing your information**

If you wish to change the information that we hold for you, please contact the relevant office or, if you have registered your profile on our website, please go to [www.jeffries.co.uk](http://www.jeffries.co.uk)

If you wish to have your information removed from our database either permanently or temporarily, please advise the office with which you originally registered. Your information will be removed as soon as is practically possible.

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

In the unlikely event that you have a complaint about the way in which your details are used or stored by this company, please email: [csd@jeffries.co.uk](mailto:csd@jeffries.co.uk) or write to:

Martin Cadman  
Operations Director  
Jeffries & Partners Limited  
1st Floor Orchard House  
Furzehall Farm  
Fareham  
PO16 7JH.

If you have a query about any aspect of this Policy or wish to have any part of it clarified, please contact your local branch office.

Dated: March 2018