

Privacy Policy

Introduction

We take your privacy very seriously. Please read this Privacy Policy carefully as it contains important information on who we are and how and why we process your personal information including how we collect, store, use and share it. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities if you have a complaint.

We process personal information in accordance with UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025 (DUAA).

Who we are

This Land Limited ('This Land') is a company registered in England and Wales. Our registered company number is 10237292 and our registered office is Compass House Vision Park, Chivers Way, Histon, Cambridge, England, CB24 9AD. All references to "us", "we", "our" or "This Land" throughout this policy is to This Land Limited, This Land Development Limited and any other companies within our group.

This Land is a property developer and land promoter. Our website address is <https://www.this-land.co.uk/>. For more information about us click here <https://this-land.co.uk/about-us/>

Our website may contain links to trusted third-party websites which may collect and process information about you in accordance with their own privacy policies. We also use third-party software providers to help us manage our projects and services and may grant authorised partners access to relevant systems where necessary subject to appropriate contractual and data protection obligations.

What information we collect about you

The personal information we collect and how we collect it depends on the activities we carry out and our interactions with you. For example, this personal information may include:

- your name, date of birth, address, telephone number, email address;
- information captured when you interact with our website including when you register your interest, download a brochure or submit an enquiry, as well as your IP address and cookie-related information (see 'Cookies' below);
- bank account and payment details;
- information required to enable us to undertake credit or other financial checks;
- information about how you use our website, IT, communication and other systems;
- details relating to your purchase, including any mortgage arrangements, part exchange property and bespoke choices for your new home;
- your responses to surveys, competitions and promotions;
- location data (where you choose to provide or enable this information); and
- information about the nature of your enquiry, such as the type of property you are interested in, preferred location, number of bedrooms, desired amenities, price range, your current

property status (including whether you are a first-time buyer or part of a chain) and similar information.

How we collect personal information

We collect personal information whenever you provide it to us. The information collected will depend on your relationship with us.

This may be directly, such as when you:

- contact or register with us (whether in person, by telephone, text, email, via our website or our social media pages); or
- visit one of our sales or marketing offices.

or indirectly, such as through your:

- browsing activity whilst using our website
- via our IT systems – automated monitoring of our website and other technical systems, CCTV, instant messaging and other communication systems.

We also collect information from third parties. For example:

- property marketing websites, or estate agents when you request information about one of our new homes;
- solicitors, financial advisors, surveyors and estate agents involved in your search for or purchase of a home from us;
- credit reference agencies and customer due diligence providers;
- warranty providers;
- other property companies with whom we may have arrangements (e.g. social housing providers); and
- third-party websites and service providers through which you interact with us or request information about our products and services.

How we use your data

The way we use your personal information depends on the activity that we are carrying out and its purpose. We may need it to provide our services, progress a transaction or comply with legal obligations. Where we do not receive your personal information, we may be unable to provide the relevant service or there may be delays in doing so.

We may use your personal data to:

- create and manage your account with us;
- verify your identity;
- provide services to you;
- customise our website and its content to your particular preferences;
- conduct research and improve our services;
- respond to any enquiries which you make to us relating to our homes or otherwise;
- process specification orders, purchases, reservations, deposits and other payments for our homes as made by you and to carry out our rights and obligations arising from any purchases of our homes;

- keep you updated and notify you of progress or any issues relating to your purchase;
- manage projects on which you are involved;
- ensure your new home is registered with key utilities providers when you move in;
- ensure longer term interests of a development are maintained through resident's management companies/associations; and
- comply with our legal obligations (e.g. anti-money laundering, etc).

Lawful basis and direct marketing

We process your personal information only where we have a lawful basis to do so under UK data protection law. Depending on the circumstances, we may process your personal information:

- to perform our contractual obligations to you or to take steps at your request before entering into a contract, for example in connection with the purchase of a new home;
- to comply with our legal obligations, including anti-money laundering, fraud prevention and regulatory requirements;
- where it is in our legitimate interests to do so, provided those interests are not overridden by your rights and freedoms. This may include responding to enquiries, managing customer relationships, operating and improving our business, administering developments and providing customer support; or
- where you have given your consent for a specific purpose, which you may withdraw at any time.

If you are a user of a trusted third-party system that we use to support our services, we may have access to information relating to your activities on that system where necessary for the purposes outlined in this Privacy Policy.

Marketing communications

When you provide your details to This Land, we may send you information about our developments, products and services where permitted by law. Where we rely on legitimate interests as the lawful basis for marketing communications, we have considered and balanced our business interests against your rights and freedoms and are satisfied that our interests are not overridden by your interests or fundamental rights.

You have the right to object to direct marketing at any time. Every marketing communication will explain how you can unsubscribe, and you may also contact us using the details set out below to update your marketing preferences.

Who we may share your data with

Depending upon which services you choose from us we may share your personal information with:

- companies within This Land Limited's group, including This Land Development Limited, This Land Finance Limited;
- our employees, agents and service providers;

- other third parties we use to help deliver our services to you and run our business (e.g. credit reference agencies, payment service providers, marketing agencies, website hosts, or CRM support agencies);
- third parties approved by you (e.g. social media sites you choose to link your account to or third party payment providers);
- independent financial advisors, estate agents and solicitors that you choose to instruct in your search and purchase of a new home;
- other providers such as warranty organisations, Help to Buy and other Government Schemes available from time to time,
- after sales support teams and contractors or tradesmen (as appropriate);
- a third party who acquires our business; and
- law enforcement and regulatory agencies in connection with any investigation to help prevent unlawful activity or as otherwise required by law.

International transfers

We do not transfer your personal data outside the United Kingdom (or EEA, as applicable). Should this change in the future, we will update this Privacy Policy and ensure appropriate safeguards are in place.

Automated Decision Making

We do not use your personal information to make decisions based solely on automated processing which produce legal or similarly significant effects on you. Where we use technology to assist with administration, customer service, fraud prevention or security, meaningful review is involved before any significant decision is made.

We may use trusted technology providers including AI-assisted software, to support administrative tasks, document management, customer enquiries and business operations. Where AI tools process personal information, they operate under appropriate contractual and security controls and do not make decisions about you without appropriate human oversight.

Keeping your data secure

We use a range of technical and organisational measures to safeguard your personal data. We store your personal data on secure servers and ensure access to your personal data is limited to authenticated and approved staff.

Whilst we use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that is transferred from you or to you via the internet.

Cookies and other tracking technologies

A cookie is a small text file which is placed onto your device (e.g. computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions to improve your user experience.

For further information on cookies, our use of 'cookies', when we will request your consent before placing them and how to disable them, please see our [Cookie Policy](#).

Your Rights

Under data protection law, you have rights including:

- Your **right of access** - You have the right to ask us for a copy of the personal information we hold about you. When responding to a request, we will carry out reasonable and proportionate searches for information within its scope, taking into account the nature of the request, the systems in which the information is held, and our obligations under applicable data protection law. We will normally respond within one month. Where we need additional information to clarify your request or verify your identity, the time for responding may be paused until we receive the information requested. Where a request is particularly complex or where multiple requests are made, we may extend the response period by up to a further two months and will let you know if this applies.
- Your **right to rectification** - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your **right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- Your **right to restriction of processing** - You have the right to ask us to restrict the processing of your information in certain circumstances.
- Your **right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.
- Your **right to data portability** - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.
- Your **right to withdraw your consent** to the processing of your personal information if the basis of processing is your consent.

Please contact us using the details below if you wish to make a request.

Retention of data

We will only retain your personal information only for as long as it is necessary to manage our relationship with you, comply with legal obligations and fulfil the purposes set out above. For example:

- anti-money laundering regulations require us to keep evidence of identity checks and details of the relevant business transaction for five years;
- our new homes are sold with 10 year warranty cover. We will therefore keep your records relating to your purchase (name, property address, type, contact details, certificates, purchase and sale contract information etc) for up to 12 years from the date of purchase;
- the information provided when you request marketing and sales information about developments and/or particular properties will be kept for up to 3 years as some developments may take a number of years to plan, build, market and complete. We may keep your data for a longer period should it be required for legal and/or regulatory reasons.

Contact Us

To contact us please use the following details:

- **Post:** Compass House Vision Park, Chivers Way, Histon, Cambridge, England, CB24 9AD (for the attention of Data Protection Officer)
- **Telephone:** 01223 257660
- **Email:** dataprotection@this-land.co.uk

How to Complain

If you are unhappy with the way in which your personal information is being processed, please do contact us and we will do our best to resolve your concerns.

When we receive a data protection complaint, we will:

- Acknowledge receipt of the complaint within 30 days of receipt
- Take appropriate steps to investigate the complaint and keep you appropriately informed as to the investigation process without undue delay; and
- Inform you of the outcome of your complaint without undue delay.

If you remain dissatisfied with our response or outcome, you have the right to lodge a complaint with the Information Commissioner's Office ('ICO'). There is a template letter on the ICO's website <https://ico.org.uk/make-a-complaint>. You can also call their helpline on 0303 123 1113.