

## Privacy Notice

### Introduction

Fisher German is the trading name of Fisher German LLP (Fisher German/we/us/our), registered in England under company number OC317554. Registered address is The Head Office Ivanhoe Office Park, Ivanhoe Park Way, Ashby de la Zouch, Leicestershire, LE65 2AB. Fisher German is a limited liability partnership of chartered surveyors, rural property consultants and land agents and is regulated by the Royal Institution of Chartered Surveyors (RICS) meaning that we practice to globally recognised ethical and professional standards.

Fisher German is committed to protecting and respecting your privacy and ensuring our use of your personal data is governed by this Privacy Notice. Please read it carefully to understand our views and practices and your rights regarding your personal data. By visiting [www.fishergerman.co.uk](http://www.fishergerman.co.uk) (our website), your personal information will be processed as described below. For the purpose of data protection legislation, the data controller is Fisher German LLP (registration number Z9404113). We are dedicated to being fully compliant with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018 and all successor legislation.

### What information do we collect from you?

We will collect and process the following data about you:

- Information you give us. This is information about you that you give us by filling in forms physically or on our website; or by corresponding with us by phone, email or otherwise. The personal information you give us may include your name, address, email address and phone number, financial information and bank account verification information. Additionally, we may collect the following, if appropriate:
  - occupation;
  - your image (photograph or video in which you are identifiable);
  - tenancy information where we are acting as agent on behalf of the Landlord who is the Data Controller;
  - land ownership information;
  - auction attendance information;
  - information relating to property transactions;
  - any other information you provide to us.
- Information we collect from your use of our website. With regards to each of your visits to our website, we will automatically collect the following information:
  - technical information, such as the internet protocol (IP) address used to connect your device to the internet;
  - whereabouts you connected to our service;
  - your internet service provider (ISP);
  - the type of device you are using to access our service.
- Information we collect throughout our relationship. This may include information relating to ongoing tenancies such as rent payment information, conduct information and changes in financial information. It may also include personal data (such as names and images) which may be used for promotional or information purposes.
- Information we collect when you call us. If you call us, we will automatically collect the phone number used to make the call.

- Information we collect when you visit our sites or we visit yours. We have installed CCTV systems in some of our premises for the purposes of public and colleague safety and crime prevention and detection. We may capture aerial and ground-level imagery of properties which may include photographs and video footage taken using drones or other recording equipment. Individuals may be incidentally captured in such imagery. Where identifiable personal data is present, we will take reasonable steps to minimise its use, including editing or blurring where appropriate.
- Information we receive from other sources. We are also working closely with other organisations who provide us with your personal details (including, for example, estate management agents and mailing list providers). We will also carry out searches with third parties who provide us with information relating to property transactions, such as the Land Registry.
- Google Analytics. We use this to understand how Fisher German's internet site is being used in order to improve the user experience. It stores information about what pages you visit, how long you are on the site, how you move from one link to another and if you receive any error messages. Your user data is all anonymous and no information is gathered to identify you. You can find out more about Google's position on privacy relating to its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>
- Providing us with your details online. This is information you may choose to provide us with using the 'update your profile and marketing preferences' page on our website. You will need to register or login to access this area of the website. It includes your name, address, telephone numbers and email address. Please let us know if this information changes so we can keep our records up to date.

## Why do we collect this information?

We process your personal information for the following reasons:

- Pursuant to a contract in order to:
  - process information at your request to take steps to enter into a contract;
  - provide you with our products and services;
  - process payments;
  - maintain business and service continuity;
  - send communications relating to the services we are providing so that you receive the information you need for these services to work. These may be sent by email or post or, if the circumstances require it, we may contact you by phone. These will include notifications about changes to our service.
- On the basis of consent:
  - where we rely on your consent for processing this will be brought to your attention when the information is collected from you;
  - we will only contact you with direct marketing communications if you consent to us doing so and you have the right to withdraw consent at any time. See the What are your rights? section below for information.
- In our legitimate interests of providing the best service and improving and growing our business, we will process information:
  - to provide you with a personalised service;
  - to improve our products and service;
  - to understand our client base and its preferences;
  - to understand the effectiveness of our marketing;

- to provide marketing material, including for social media platforms;
  - to maintain a list of approved third party contractors;
  - to advise you of properties we have for sale or let;
  - to keep our website and systems safe and secure;
  - to keep our premises safe and secure;
  - to defend against or exercise legal claims and investigate complaints;
  - in the cloud; and
  - to respond to your requests.
- To comply with legal requirements relating to:
    - the provision of products and services;
    - data protection;
    - health and safety;
    - anti-money laundering;
    - fraud investigations;
    - right to rent immigration checks;
    - financial transactions reportable to HMRC;
    - assisting law enforcement; and
    - any other legal obligations placed on us from time to time.

### How long do we keep hold of your information?

- We will keep your information for as long as is necessary for the purpose it was collected.
- Except as set out below, we will usually keep information about you for a maximum of 15 years after the end of our relationship with you unless:
  - obligations to our regulators require otherwise;
  - we require the data in relation to such a claim;
  - it is necessary for legal or regulatory reasons;
  - we are required to remove such data from our records.

This period has been selected as it is in line with the Royal Institution of Chartered Surveyors (RICS) suggested retention period.

- Where the information we collect from you relates to a potential purchase of a property for which we are acting as agent we will usually keep your information for a maximum of 2 years from the last recorded point of contact.
- Where the information we collect from you relates to a potential occupation of a property for which we are acting as agent we will usually keep your information for a maximum of 2 years from the least recorded point of contact.

## Who might we share your information with?

You agree that, for the purposes set out in the *Why do we collect this information?* section above, we have the right to share your personal information with:

- Selected third parties, some of whom we appoint to provide services, including:
  - business partners, subsidiaries, third party suppliers and sub-contractors for the performance of any contract we enter into with you;
  - analytics and search engine providers that assist us in the improvement and optimisation of our website;
  - customer survey providers in order to receive feedback and improve our services;
  - tradesman and service suppliers to carry out work required pursuant to a contract with you;
  - any member of our group, which means our subsidiaries.

Additionally, we will disclose your personal information to the relevant third parties as required and where we have a legal basis to do so:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective buyer or seller of such business or assets.
- If we are acquired by a third party, in which case, personal data held by us about our customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal, regulatory or professional obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property or safety of our customers, our regulator or others; and for the purposes of prevention and/or detection of crime. This includes exchanging information with other companies and organisations for the purposes of fraud protection, prevention of money laundering and credit risk reduction.
- We do not, and will never, sell your personal information to other third parties.

From time to time, we may publish content on social media platforms (including but not limited to LinkedIn, Instagram, Facebook and X) that features individuals associated with the firm, including employees, clients and event participants. We may also display the content on our website, newsletters, brochures, or other promotional materials. This content may include names, job titles, photographs, video footage and other personal data.

Communication, engagement and actions taken through external social media platforms are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

We will take reasonable steps to respect your privacy rights and will only use such personal data where the use is necessary for our legitimate business interests and does not override your rights and freedoms. Individuals featured in social media content have the right to object to the use of their personal data at any time.

## How is your data stored and kept secure?

At Fisher German, we make your safety and security our top priority and we are committed to protecting your personal and financial information. We therefore have robust measures in place to ensure it stays safe, is not damaged, destroyed or misused, and prevents unauthorised access.

Where the processing of personal data requires a transfer to other countries outside the UK (to the EU and outside the European Economic Area 'EEA'), we will ensure that necessary safeguarding and protections are in place as set out by the UK GDPR and guidance issued by the Information Commissioner's Office, such as checking the applicable adequacy regulations and implementing robust contractual and security safeguards with third-party providers.

## What are your rights?

Where the processing of your personal data is based on consent, you can withdraw that consent at any time.

You have the rights set out below. You can exercise these rights at any time by emailing us at [dataprotection@fishergerman.co.uk](mailto:dataprotection@fishergerman.co.uk) or contacting the Data Protection Officer in writing at Fisher German LLP, The Head Office Ivanhoe Office Park, Ivanhoe Park Way, Ashby de la Zouch, Leicestershire, LE65 2AB. We will respond promptly and in accordance with applicable data protection laws.

### You have the right:

- to ask us not to process your personal data (including your name and image) for marketing purposes, or to remove or amend data we have published. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes
- to ask us not to process your personal data where it is processed on the basis of legitimate interests provided that there are no compelling reasons for that processing;
- to ask us not to process your personal data for scientific or historical research purposes, where relevant, unless the processing is necessary in the public interest;
- to request from us access to personal information held about you;
- to ask for the information we hold about you to be rectified if it is inaccurate or incomplete;
- to ask for data to be erased, provided that:
  - the personal data is no longer necessary for the purposes for which it was collected
  - you withdraw consent (if the legal basis for processing is consent)
  - you exercise your right to object, set out below, and there are no overriding legitimate grounds for processing
  - the data is unlawfully processed
  - the data needs to be erased to comply with a legal obligation
  - the data is children's data and was collected in relation to information society services
- to ask for the processing of that information to be restricted if:
  - the accuracy of that data is contested
  - the processing is unlawful
  - the personal data is no longer necessary for the purposes for which it was collected
  - you exercise your right to object (pending verification of whether there are legitimate grounds for processing);
- to ask for data portability if the processing is carried out by automated means and the legal basis for processing is consent or contract.

## Contact us

**Our Data Protection Officer (DPO) is Miss G C Phillipson.**

If you have any queries, complaints or requests please contact us by email at [dataprotection@fishergerman.co.uk](mailto:dataprotection@fishergerman.co.uk) or write to the Data Protection Officer, Fisher German LLP, The Head Office, Ivanhoe Office Park, Ivanhoe Park Way, Ashby de la Zouch, Leicestershire, LE65 2AB. We will respond promptly and in accordance with applicable data protection laws.

## Complaints

Should you have any issues, concerns or problems in relation to your data, or wish to notify us of data which is inaccurate, please let us know by contacting us using the 'Contact us' details above. In the event that you are not satisfied with our processing of your personal data, you have the right to lodge a complaint with the relevant supervisory authority, which is the Information Commissioner's Office (ICO) in the UK, at any time. The ICO's contact details are available at <https://ico.org.uk/global/privacy-notice/how-you-can-contact-us>.

We request that you raise any concerns or complaints with our DPO in the first instance.

## Changes to this Privacy Notice

This Privacy Notice was last reviewed and updated in December 2025. We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business. Please regularly check this page for the latest version of this Privacy Notice.