

Privacy Policy

1. Introduction

Debbie Fortune Estate Agents (“we”, “us”, or “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you interact with us, visit our website, or use our services.

This policy is written in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, guidance issued by the Information Commissioner’s Office, and the transparency and consumer protection requirements expected by The Property Ombudsman and Trading Standards.

2. Data Controller

Debbie Fortune Estate Agents is the data controller responsible for your personal data.

Contact details:

Debbie Fortune Estate Agents
Bridge House, High Street, Congresbury, Bristol BS49 5JA
Email: salesadmin@debbiefortune.co.uk
Telephone: 01934 862370

If you have any questions about this Privacy Policy or how we handle your data, please contact us using the details above.

3. Personal Data We Collect

We may collect and process the following categories of personal data:

3.1 Identity and Contact Data

- Name
- Postal address
- Email address
- Telephone number

3.2 Property and Transaction Data

- Property ownership or tenancy details
- Viewing history
- Offer, sale, or tenancy information

3.3 Financial and Compliance Data

- Bank details (where required for transactions)
- Anti-Money Laundering (AML) documentation

3.4 Technical Data

- IP address
- Browser type and version
- Device and operating system information

- Website usage data via cookies and similar technologies

3.5 Marketing Preferences

- Communication preferences
 - Consent records for marketing
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4. How We Collect Your Data

We collect personal data when you:

- Contact us by phone, email, or through our website
 - Register for property updates or marketing communications
 - Instruct us to sell or buy a property
 - Attend property viewings
 - Use our website
 - Are referred to us by a third party with your consent
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5. Lawful Bases for Processing

We only process personal data where we have a lawful basis to do so, including:

- **Contract:** Where processing is necessary to perform a contract with you or take steps at your request before entering into a contract
 - **Legal obligation:** Where processing is required to comply with legal or regulatory obligations, including AML requirements
 - **Legitimate interests:** Where processing is necessary for the operation of our business, provided your rights do not override those interests
 - **Consent:** Where you have given clear consent, particularly for marketing communications
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6. How We Use Your Personal Data

We use your personal data to:

- Provide estate agency services
 - Market and sell properties
 - Arrange and manage property viewings
 - Carry out legal and regulatory checks
 - Communicate with you regarding enquiries or transactions
 - Maintain internal records and accounts
 - Improve our services and website
 - Send marketing communications where consent has been given
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7. Marketing Communications

We will only send you marketing communications where you have given your consent, or we are permitted to do so under soft opt-in rules.

You can withdraw your consent or opt out of marketing at any time by replying to our emails or contacting us directly.

8. Data Sharing and Third Parties

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

- CRM systems
- Referencing and compliance providers
- Mortgage brokers, solicitors, surveyors, EPC providers, contractors, and photographers (with your knowledge or consent)

All third parties are required to process your data securely and in accordance with data protection law.

9. International Data Transfers

Some of our service providers may store or process data outside the UK. Where this occurs, we ensure appropriate safeguards are in place to protect your data in accordance with UK GDPR requirements.

10. Data Retention

We retain personal data only for as long as necessary, including:

- Sales records: typically up to 6 years after completion
- AML and compliance records: 5 years after the end of the business relationship
- Marketing data: until consent is withdrawn
- Enquiry data: up to 12 months where no ongoing relationship exists

Retention periods may vary where legal or regulatory obligations apply.

11. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or disclosure. Access to personal data is limited to those who have a legitimate business need.

12. Your Data Protection Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate or incomplete data
- Request erasure of your data where there is no lawful reason for us to continue processing it
- Restrict processing of your data in certain circumstances
- Object to processing, particularly for marketing purposes
- Request data portability where applicable
- Withdraw consent at any time where processing is based on consent

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe your data has been handled unlawfully. We encourage you to contact us first so we can attempt to resolve any concerns promptly and fairly.

13. Automated Decision-Making

We do not use automated decision-making processes that have a legal or significant effect on individuals. Where third-party referencing systems are used, these operate in accordance with applicable data protection laws.

14. Children's Data

Our services are not directed at children, and we do not knowingly collect personal data from children without appropriate safeguards.

15. Third-Party Links

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

16. Transparency, Complaints and Redress

We aim to be transparent about how we use personal data and to comply with all professional obligations expected of regulated estate agents.

If you have a complaint about how we have handled your personal data, please contact us using the details in Section 2. We will investigate and respond in a timely manner.

If you remain dissatisfied, you have the right to escalate your complaint to the Information Commissioner's Office.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in the law, regulatory guidance, or our business practices. The most up-to-date version will always be available on our website.

Last updated: April 2026