



PRESTIGE

Privacy Policy

How we collect, use and protect your personal data, and your rights under UK data protection law.

Hilton & Horsfall Estate Agents · 75 Gisburn Road, Barrowford, Lancashire, BB9 6DX

Hilton & Horsfall Sales Ltd (Co. No. 06993508) · Hilton & Horsfall Lettings Ltd (Co. No. 06082792) · ICO registered

Hilton & Horsfall is committed to protecting your privacy. This Privacy Policy explains what personal data we collect, why we collect it, how we use it, and the rights you have over it. It applies whenever you visit our website, contact us, or use our sales or lettings services. We may update this Policy from time to time — please check back periodically.

Who We Are

Hilton & Horsfall Estate Agents operates through two companies, each acting as data controller for the personal data it processes:

Hilton & Horsfall Sales Ltd	Company No. 06993508 · ICO registration ZA631367
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Hilton & Horsfall Lettings Ltd	Company No. 06082792 · ICO registration ZA631344
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Registered office and correspondence address: 75 Gisburn Road, Barrowford, Lancashire, BB9 6DX.

Information We Collect

We may collect and process the following information about you:

- **Information you give us** — when you fill in a form on our website, register for property details, make an enquiry, book a valuation, or instruct us to sell or let a property, including your name, contact details, address, and property requirements.
- **Information we collect automatically** — details of your visits to our website, including traffic data, location data, weblogs, and the resources you access.
- **Information from communications** — anything you tell us by phone, email, letter, or in person when dealing with an enquiry, sale, purchase, or tenancy, including recorded telephone calls (see Call Recording below).
- **Identity verification data** — where you instruct us to act for you, we are required by anti-money laundering regulations to collect and verify proof of identity and address.

How We Use Your Information

We only use your personal data where we have a lawful basis to do so under UK GDPR. This includes:

To perform a contract	Where you have instructed us to market, sell, let, or manage a property, or where you are a party to a tenancy or sale we are handling.
Legal obligation	Identity verification and record-keeping under anti-money laundering and other regulations.
Legitimate interests	To respond to enquiries, match you with suitable properties, improve our services, and maintain accurate records of our communications, provided this does not override your rights.
Consent	For marketing communications about properties or services you have not already instructed us on. You may withdraw this consent at any time.

Marketing & Your Choices

Where you have consented to receive marketing from us, we may contact you with information about properties, products, or services that may be of interest, using the method you agreed to (post, email, phone, or SMS). If you are an existing client, we may also contact you about services similar to those you have previously used, in line with our legitimate interests.

You can opt out of marketing at any time by contacting us at info@hilton-horsfall.co.uk, using the unsubscribe link in any marketing email, or telling us when we contact you. We do not sell your personal data to third parties, and we do not share identifiable information with advertisers — only aggregated, anonymised statistics where relevant.

Sharing Your Information

We may share your data with:

- Solicitors, conveyancers, mortgage brokers, surveyors, and other professionals involved in a sale, purchase, or tenancy, with your knowledge as part of the transaction.
- Referencing, deposit protection, and identity verification providers where required to progress a tenancy or meet legal obligations.
- Portals such as Rightmove and Zoopla, for the purpose of marketing a property you have instructed us to sell or let.
- IT, software, and service providers who process data on our behalf under contract.
- Regulators, law enforcement, or courts, where we are legally required to do so.

Call Recording

We record all incoming and outgoing calls made to and from our office telephone lines. Recordings help us maintain service standards, support staff training, and keep an accurate record of what was discussed — including as evidence should a complaint or dispute be raised. Access to recordings is limited to authorised staff. We retain call recordings for 12 months, after which they are deleted, unless a recording relates to a live complaint, dispute, or legal matter, in which case we keep it for as long as necessary to resolve it.

International Transfers

Some of our service providers may process data outside the UK. Where this happens, we ensure appropriate safeguards are in place — such as an adequacy decision, UK International Data Transfer Agreement, or Standard Contractual Clauses — so your data continues to receive an equivalent level of protection.

Data Security

We store data on secure servers and encrypt transaction details entered on our site. Where we have given you a password to access parts of our site, you are responsible for keeping it confidential. While we take reasonable steps to protect your data, no transmission over the internet can be guaranteed completely secure, and any data you send us electronically is sent at your own risk.

How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes it was collected, including to meet legal, accounting, or regulatory requirements. Records relating to a completed sale or tenancy, including anti-money laundering checks, are typically retained for a minimum of 5 years after the transaction ends, in line with regulatory guidance.

Your Rights

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

Access	Request a copy of the personal data we hold about you.
Rectification	Ask us to correct inaccurate or incomplete data.
Erasure	Ask us to delete your data, where there is no legal reason for us to keep it.
Restriction	Ask us to limit how we use your data in certain circumstances.
Portability	Request your data in a portable format, where technically feasible.
Objection	Object to processing based on legitimate interests or for direct marketing.
Withdraw consent	Withdraw consent at any time, where consent is our basis for processing.

To exercise any of these rights, contact us at info@hilton-horsfall.co.uk. We will respond within one month, as required by law.

Cookies

Our website uses cookies to help it function and to understand how visitors use it. You can control or disable cookies through your browser settings; doing so may affect how parts of the site work.

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or the law. The latest version will always be available on our website.

Contact Us & Complaints

If you have any questions about this Policy or how we handle your data, contact us at info@hilton-horsfall.co.uk or write to us at the address below. If you remain unhappy with how we have handled your data, you have the right to complain to the Information Commissioner's Office (ICO).

EMAIL

info@hilton-horsfall.co.uk

POST

Hilton & Horsfall Estate Agents
75 Gisburn Road, Barrowford
Lancashire, BB9 6DX

Information Commissioner's Office

Address: Wycliffe House, Water Lane, Wilmslow,
Cheshire, SK9 5AF
Telephone: 0303 123 1113

Website: www.ico.org.uk