



TRUE NORTH PROPERTY PARTNERS LTD

Privacy Notice

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About this Privacy Notice

This Privacy Notice explains how True North Property Partners Ltd collects, uses, stores and protects your personal information.

It applies to all of our services unless we tell you otherwise and should be read alongside any additional privacy information we provide during your relationship with us.

If you have any questions about this Privacy Notice, please contact us using the details provided in **Section 21 – Contacting Us**.



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1. Our Commitment to Your Privacy

At True North Property Partners Ltd, transparency sits at the heart of everything we do. That includes how we collect, use and protect your personal information.

We understand that providing personal information is an important part of renting or letting a property, and we take that responsibility seriously. We'll only ask for information that we genuinely need, we'll explain why we need it, and we'll always handle it responsibly, securely and in accordance with UK data protection law.

This Privacy Notice explains what personal information we collect, how we use it, who we may share it with, how long we keep it, how we protect it, and the rights you have under UK data protection law.

2. Who We Are

True North Property Partners Ltd is a residential letting and property management company operating throughout Blackpool, the Fylde Coast and surrounding areas.

We are the Data Controller for the personal information we collect in connection with our services.

Company Name: True North Property Partners Ltd

Company Number: 17351283

Registered Office: Unit 1, Willow Park, Upton Lane, Stoke Golding, Nuneaton, Warwickshire, CV13 6EU

Email: hello@tnproperty.co.uk

Telephone: 01253 486996

Website: www.tnproperty.co.uk

ICO Registration Number: ZC204976

3. Who This Privacy Notice Applies To

This Privacy Notice applies to anyone whose personal information we process, including:

- Prospective tenants
- Tenants
- Joint tenants
- Guarantors



- Landlords
- Prospective landlords
- Employers providing references
- Previous landlords providing references
- Character referees
- Contractors and suppliers
- Individuals making enquiries through our website
- People subscribing to marketing communications
- Visitors contacting us by telephone, email or social media

Depending on the service you receive from us, not every section of this Privacy Notice will apply to you.

4. Definitions

Throughout this Privacy Notice, the following terms have the meanings set out below:

Personal Information

Any information relating to an identified or identifiable individual.

Processing

Anything we do with personal information, including collecting, storing, using, sharing, updating or securely deleting it.

Data Controller

The organisation that determines how and why personal information is processed. For the purposes of this Privacy Notice, True North Property Partners Ltd is the Data Controller.

Data Processor

An organisation that processes personal information on behalf of the Data Controller, such as our software providers and electronic signing platforms.

5. Our Approach to Fairness

When assessing tenancy applications, we are committed to treating every applicant fairly and consistently.



Each application is considered on its own merits, taking into account the information provided by the applicant, the results of referencing and verification checks, and any requirements relevant to the tenancy.

We do not make decisions based solely on automated processing, and wherever possible we aim to ensure that decisions are made fairly, proportionately and transparently.

6. What Personal Information We Collect

The information we collect depends on the service we're providing. We only collect information that is relevant and necessary to deliver our services or to meet our legal and regulatory obligations.

The types of information we may collect include:

Identity Information

- Full name
- Previous names (where applicable)
- Date of birth
- Nationality
- Photograph
- Passport or other identity documents
- Right to Rent documentation

Contact Information

- Home address
- Previous addresses
- Email address
- Telephone numbers
- Emergency contact details
- Next of kin details (where provided)

Financial Information

- Bank account details
- Bank statements
- Income information



- Payslips
- Universal Credit or benefit statements
- Tax returns or accounts (for self-employed applicants)
- Credit reference information

Employment Information

- Employer details
- Employment history
- Job title
- Employment references
- Accountant references (where applicable)

Tenancy Information

- Previous addresses
- Previous landlord details
- Previous tenancy history
- Rent payment history
- Tenancy references

Guarantor Information

Where a guarantor is required, we may collect:

- Identity information
- Contact details
- Employment information
- Financial information
- Property ownership information
- Supporting documentation required to assess suitability

Property Information

During your tenancy we may collect information relating to:

- Maintenance reports
- Inspection records
- Photographs relating to the condition of the property
- Correspondence about your tenancy



- Rent payment history

Website Information

When you use our website we may collect:

- Your name
- Contact details
- Property enquiry information
- Cookie data
- Technical information such as IP address, browser type and device information

Further information about cookies is available in our Cookie Policy.

7. Special Category Data

In some circumstances we may need to process information that is considered more sensitive under UK data protection law.

This may include information relating to:

- Disabilities or accessibility requirements.
- Health information where it is relevant to your tenancy or the management of a property.
- Information relating to benefits or financial support.
- Criminal conviction information where legally permitted and relevant to the tenancy.

We will only process this information where there is a lawful basis to do so and where appropriate safeguards are in place.

8. How We Collect Your Information

We collect personal information in a number of different ways.

Information you provide directly

You may provide information to us when you:

- Complete a tenancy application.



- Enquire about a property.
- Become a landlord.
- Contact us by telephone or email.
- Complete online forms.
- Sign tenancy documents.
- Report maintenance.
- Request support during your tenancy.

Information provided by others

We may also receive information from third parties including:

- Employers.
- Previous landlords.
- Character referees.
- Guarantors.
- Referencing providers.
- Credit reference agencies.
- Government departments.
- Local authorities.
- Utility providers.
- Property portals including Rightmove.
- Our property management software providers.

Information collected automatically

When you visit our website we may automatically collect technical information including:

- Device type.
- Browser information.
- IP address.
- Website usage data.
- Cookies.

Further information is available in our Cookie Policy.

9. Why We Use Your Information

We use personal information to provide our services, comply with legal obligations and protect the interests of our landlords, tenants and business.

This includes:

- Assessing tenancy applications.
- Carrying out identity verification.
- Completing Right to Rent checks.
- Undertaking referencing and affordability assessments.
- Preparing tenancy agreements.
- Protecting tenancy deposits.
- Managing properties throughout the tenancy.
- Collecting rent.
- Responding to maintenance issues.
- Contacting utility providers where appropriate.
- Meeting legal and regulatory obligations.
- Preventing fraud.
- Resolving disputes.
- Improving our services.
- Sending marketing communications where you have agreed to receive them or where we are otherwise permitted to do so.

A note about automated decision making

Some parts of our referencing process involve automated systems provided by trusted third-party providers, such as identity verification and soft credit searches.

However, we do not make tenancy decisions solely by automated means.

Applications are reviewed by a member of our team, alongside any relevant information provided during the application and referencing process, before an application is passed to the landlord for a decision.

10. Our Lawful Basis for Processing Personal Information

Under UK data protection law, we must have a lawful basis for processing your personal information. Depending on the service we provide to you, we rely on one or more of the following:

Performance of a Contract

We process your personal information where it is necessary to enter into or fulfil a contract with you. This includes:

- Processing tenancy applications.
- Preparing tenancy agreements.
- Managing tenancies.
- Collecting rent.
- Managing maintenance and repairs.
- Returning tenancy deposits where applicable.

Legal Obligation

We are required by law to collect and process certain information in order to meet our legal obligations. These include:

- Right to Rent checks.
- Tenancy deposit protection.
- Anti-fraud measures.
- Financial record keeping.
- Compliance with housing legislation.
- Responding to lawful requests from government bodies or law enforcement agencies.

Legitimate Interests

We may process personal information where it is necessary for our legitimate interests, provided these interests do not override your rights and freedoms.

Examples include:

- Assessing tenancy applications.
- Verifying information provided during the application process.
- Contacting referees.
- Preventing fraud.
- Recovering unpaid rent.



- Managing our business effectively.
- Responding to complaints.
- Improving our services.

Consent

In certain circumstances, we'll ask for your consent before processing your personal information.

This may include:

- Sending marketing communications.
- Contacting you about future properties where you have requested this.
- Using photographs or testimonials for marketing purposes.

Where we rely on consent, you may withdraw it at any time.

11. Referencing, Identity Verification and Right to Rent

As part of the tenancy application process, we'll carry out a number of checks to ensure that applicants meet the requirements of both the landlord and current legislation.

These checks may include:

- Identity verification.
- Right to Rent checks.
- Employment verification.
- Previous landlord verification.
- Character references (where applicable).
- Affordability assessments.
- Soft credit checks.

We currently use Canopy as part of our referencing process.

Canopy assists us by carrying out identity verification, soft credit searches and other pre-tenancy checks. Soft credit searches do not leave a visible footprint on your credit file and do not affect your credit score.



In addition to automated checks, members of our team may carry out manual verification of information you provide, including contacting employers, previous landlords, guarantors and referees where you have given permission for us to do so.

We are committed to assessing every application fairly and consistently. Referencing information forms part of the overall assessment and is not used as the sole basis for a tenancy decision.

12. Who We Share Your Information With

We only share your personal information where it is necessary to provide our services, meet our legal obligations or where you have given us permission to do so.

Depending on your relationship with us, we may share information with:

Referencing & Verification

- Canopy
- Employers
- Previous landlords
- Character referees
- Guarantors

Property Management

- Landlords
- Contractors
- Inventory clerks
- Utility providers
- Local authorities

Software & Service Providers

We use carefully selected third-party providers to help us deliver our services, including:

- Alto (property management software)
- Rightmove
- Signable
- Microsoft 365



- OneDrive
- Xero
- Tenancy Deposit Scheme (TDS)

These organisations only receive the information necessary for them to provide their services on our behalf and are required to process your information securely and in accordance with applicable data protection laws.

Legal & Regulatory Bodies

Where required by law, we may also share information with:

- HM Revenue & Customs (HMRC)
- The Information Commissioner's Office (ICO)
- Courts and tribunals
- Police and law enforcement agencies
- Other government departments where legally required

We do not sell your personal information. We will only share it where necessary to provide our services, comply with legal obligations, protect legitimate interests or where you have asked us to do so.

13. Marketing Communications

From time to time, we may contact you with information about our services, available properties or other updates that may be of interest to you.

Where required by law, we'll only send marketing communications where you have given your consent or where we have another lawful basis for doing so.

You can unsubscribe from marketing communications at any time by:

- Clicking the unsubscribe link in our emails.
- Contacting us directly.
- Updating your communication preferences where available.

Choosing not to receive marketing communications will not affect important service-related communications about your tenancy or property.



14. Website, Cookies and Online Enquiries

When you visit our website, we may collect certain technical information automatically, such as your IP address, browser type, device information and pages visited. This information helps us understand how our website is used and allows us to improve its performance and user experience.

Our website also includes contact forms, allowing you to enquire about our services or available properties. Any information you submit through these forms will be processed in accordance with this Privacy Notice.

We also use cookies on our website. Further information about the cookies we use, their purpose and how you can manage your preferences is available in our separate Cookie Policy.

Where you enquire about a property through property portals such as Rightmove, the information you provide may be transferred securely into our property management system to allow us to respond to your enquiry and manage your application.

Third-Party Websites

Our website may contain links to third-party websites.

Once you leave our website, we are not responsible for the privacy practices or content of other websites. We encourage you to read the privacy notice of any website you visit.

15. Children

Our services are intended for adults.

We do not knowingly collect personal information directly from anyone under the age of 18 unless it is necessary as part of a tenancy or legal process and the information has been provided by a parent, guardian or another person with parental responsibility.

If we become aware that we have collected personal information from a child where we should not have done so, we'll take reasonable steps to delete it.

16. International Transfers

We do not routinely transfer your personal information outside of the United Kingdom.

Where one of our carefully selected service providers processes information outside the UK, we will ensure appropriate safeguards are in place to protect your personal information in accordance with UK data protection law.

17. Keeping Your Information Up to Date

It's important that the personal information we hold about you is accurate and up to date.

Please let us know as soon as possible if your name, address, telephone number, email address or any other important information changes during your relationship with us.

Keeping your information up to date helps us provide our services efficiently and ensures we're able to contact you when necessary.

18. How Long We Keep Your Information

We will only keep your personal information for as long as it is necessary to fulfil the purpose for which it was collected or to comply with our legal obligations.

Our typical retention periods are:

Information	Retention Period
Unsuccessful tenancy applications	6 months
Successful applicants and tenants	7 years after the tenancy ends
Guarantors	7 years after the tenancy ends
Landlords	7 years after the end of our business relationship
Contractors and suppliers	7 years
Financial records	7 years
Marketing information	Until you unsubscribe or withdraw your consent



Where we are required to retain information for legal proceedings, regulatory investigations or insurance purposes, we may keep it for longer where permitted by law.

When information is no longer required, it will be securely deleted or destroyed.

19. Keeping Your Information Secure

We take the security of your personal information seriously and have appropriate technical and organisational measures in place to protect it.

These measures include:

- Secure password-protected systems.
- Restricted access to personal information.
- Encrypted cloud storage where appropriate.
- Secure electronic document signing.
- Staff awareness of data protection responsibilities.
- Regular software updates and security measures.

While no method of electronic transmission or storage can ever be guaranteed to be completely secure, we regularly review our systems, software providers and internal procedures to ensure that personal information continues to be protected appropriately.

20. Your Rights

Under UK data protection law, you have a number of rights in relation to your personal information.

These include the right to:

- Request access to the personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request the deletion of your information in certain circumstances.
- Request that we restrict how we process your information.
- Object to certain types of processing.
- Request a copy of your personal information in a portable format where applicable.
- Withdraw consent where processing is based on your consent.



These rights are not absolute and may be subject to legal or contractual limitations.

If you would like to exercise any of your rights, please contact us using the details below.

21. Contacting Us

If you have any questions about this Privacy Notice or how we handle your personal information, please contact us.

True North Property Partners Ltd

Registered Office: Unit 1, Willow Park, Upton Lane, Stoke Golding, Nuneaton, Warwickshire, CV13 6EU

Email: hello@tnproperty.co.uk

Telephone: 01253 486996

Website: www.tnproperty.co.uk

ICO Registration Number: ZC204976

Data Protection Contact

Jessica Jackson – Director

Email: hello@tnproperty.co.uk

Telephone: 01253 486996

22. Making a Complaint

We hope that we'll always be able to resolve any concerns you have about how we process your personal information.

If you have any concerns, please contact us in the first instance so that we have the opportunity to investigate and resolve the matter.

If you remain unhappy, you have the right to make a complaint to the Information Commissioner's Office (ICO).

Information about how to make a complaint can be found on the ICO website.



23. Related Policies

This Privacy Notice should be read alongside any other privacy information we provide during your relationship with us, including where applicable:

- [Cookie Policy](#)
- [Tenant Application Privacy Information](#)
- [Website Privacy Information](#)
- [Terms of Business](#)
- [Tenancy Documentation](#)

These documents are intended to complement this Privacy Notice and provide additional information where appropriate.

24. Changes to this Privacy Notice

We keep this Privacy Notice under regular review to ensure it reflects changes in legislation, regulatory guidance and the way we operate.

The latest version will always be available on our website and, where appropriate, we'll notify you of any significant changes.

Our Privacy Promise

We believe you should always know:

- ✓ What information we're collecting.
- ✓ Why we're collecting it.
- ✓ Who we share it with.
- ✓ How long we'll keep it.
- ✓ What your rights are.

If you ever have a question about how we use your information, we'll always do our best to answer it clearly and honestly.

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