



BETTER AUCTIONS LTD

Privacy Notice - General Business | ICO

Privacy Policy

Last Updated July 2025



Better Auctions Ltd Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

Contact Details

Email: office@betterauctionsuk.com

What Data We Collect & Why

We collect or use the following information to **provide services, marketing purposes, research, service updates, dealing with queries, dealing with complaints, prevent or detect crimes and comply with legal requirements:**

- Names and contact details
- Addresses
- Date of birth
- Job title/profession
- Purchase or account history
- Information relating to the property being purchased or sold
- Reason for buying or selling a property
- Source of funds if looking to purchase a property
- Identification and proof of residence documents
- Payment details (bank information for transfers)
- Account information
- Website user information (including user journeys and cookie tracking)
- Call recordings
- Records of meetings and decisions
- Information relating to compliments or complaints
- Marketing preferences
- Records of consent, where appropriate
- Location data
- Purchase or viewing history
- IP addresses
- Witness statements and contact details
- Relevant information from previous investigations
- Financial transaction information
- Correspondence

We collect or use the following information to **provide information to partnering businesses:**

- Names and contact details
- Date of birth
- Credit reference information
- Records of meetings and decisions
- Information relating to compliments or complaints
- Purchase or viewing history
- Website and app user journey information
- Records of consent, where appropriate

Lawful Bases & Data Protection Rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our Lawful Bases for the Collection & Use of Your Data

Our lawful bases for collecting or using personal information are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Where We Get Personal Information From

- Directly from you
- Third parties including estate agents or solicitors

How Long We Keep Information

We will generally keep your personal data for a minimum of six years, after which time it will be destroyed if it is no longer required for the lawful purpose(s) for which it was obtained. If you consent to marketing or register an account with us, any information we use for this purpose will be kept with us until you notify us that you no longer wish to receive this information.

Who We Share Information With

Your personal data will only be shared with third parties including other data controllers where it is necessary for the performance of the data controllers' tasks or where you first give us your prior consent. It is likely that we will need to share your data with:

Professional or legal advisors/consultants
Financial or fraud investigation authorities
Relevant regulatory authorities
Organisations we're legally obliged to share personal information with

How to Complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Helpline number: 0303 123 1113
Website: <https://www.ico.org.uk/make-a-complaint>

Address: Better Auctions Ltd
7 Bell Yard,
London,
England,
WC2A 2JR
Email: Office@betterauctionsuk.com