

# Website Privacy Policy

## 1.1 Introduction

This privacy notice sets out how St. Modwen Properties Limited and its group of companies uses and protects any personal data that you provide, or which is collected during your visit to this website.

We are committed to ensuring that your privacy is protected. Any personal information given will only be used in accordance with this privacy policy. This notice is subject to any additional terms or other agreements you have with St. Modwen and any applicable laws.

St Modwen Properties Limited is a data controller for the purposes of Data Protection laws and this notice. This privacy notice explains how and what type of personal data will be collected, processed, and used during and following your visits on this site. It also sets out why the data is collected and with whom it is shared or disclosed and what rights you have.

## 1.2 Why do we need your Personal Information?

We require this information to monitor and report on the effectiveness of the site and help us improve it, we also use it:

- To improve our products and services
- To conduct research, testing, and analysis with regards to our business relations
- To measure and analyse the effectiveness of our advertising to allow us to send more relevant advertising to you

When using this website:

- No automated decision-making is conducted on your personal data.
- We will inform you where we need your consent to process your personal information.

## 1.3 How do we collect your Personal Information?

- When accessing our website, we will collect:
  - IP address (number that is automatically assigned to your computer whenever you use the Internet)
  - Type of device you access the website from
  - Type of Internet browser software used
  - St. Modwen Homes website pages that you visit and
  - Date and duration of your visit to our website.

## 1.4 Who do we share your Personal Information with?

Sometimes we need to share your information with 3<sup>rd</sup> parties for the following reasons:

- With Google Analytics – for Website data (see use of website cookies – google analytics below)

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required to do so by law.

## 1.5 How long will we keep your Personal Information for?

We won't retain your personal information for longer than necessary; we'll establish this by considering legal requirements and guidance on the relevant best practice. We will only use your personal data for the purposes for which it was obtained.

## 1.6 Where will your Personal Information be Processed?

- Google Analytics may process your personal information relating to use of our website in the United States (see section below).

## 1.7 Use of Website Cookies - Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help us analyse how visitors use our site. The information about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google use this information to evaluate your use of our website, compiling reports on your website activity for pages visited, the duration and bounce rate, while providing other miscellaneous services relating to website activity and usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other information held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of the website.

By using our website, you consent to the processing of information about you by Google in the manner and for the purposes set out above. If you want to prevent your information from being used by Google Analytics, you may download the optout browser here: <https://tools.google.com/dlpage/gaoptout?hl=en>

This privacy policy does not cover the links within our website linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

## 1.8 How is your Personal Information secured?

We have technical and organisational security measures in place to protect your personal information against unauthorised access, misuse, loss, or destruction including:

- Implementing access controls to our information technology, such as firewalls, ID verification and logical segmentation and/ or physical separation of our systems and information
- Never asking you for your passwords
- Advising you never to enter any unique identifiers such as account numbers or passwords into an email or after following a link from an email, and
- We will not disclose your personal information to parties who are not authorised to process them.

## 1.9 What rights do you have?

Under data protection legislation you have rights regarding how your personal information is collected, used, and shared. You have the right to access or obtain a copy of the personal information that we have collected about you, or to review, modify, delete, or to request that we stop processing such personal information.

You also have the right to lodge a complaint with us and/or the UK Information Commissioner's Office (ICO).

You can find out more information about your rights by visiting the ICO website here <https://ico.org.uk/>

If you are seeking to exercise any of these rights, please contact us using the details in the "Contact Us" section below.

## 1.10 Contact Us

If you have any queries about how we use your personal information, or if you want to exercise any of your rights under data protection legislation you can contact the St. Modwen Group Data Protection Officer (DPO) by post or email using the details below:

**Group Data Protection Officer**  
**St. Modwen Properties Limited**  
**Longbridge Technology Park**  
**Two Devon Way**  
**Longbridge**  
**Birmingham**  
**B31 2TS**

**Email:** [protectinginformation@stmodwen.co.uk](mailto:protectinginformation@stmodwen.co.uk)

Please note that we will need to verify your identity before we can fulfil any of your rights under data protection law. This helps us to protect the personal information belonging to our customers against fraudulent requests.

## 1.11 Policy Changes

This privacy policy was most recently updated in September 2022.

We may change this privacy policy from time to time by updating this page. If we make any substantial changes we will take appropriate steps to bring those changes to your attention.