



PRIVACY POLICY 2019 BOOKLET

The data controller is Mr Sajjad Ahmad of "thebla.co.uk Limited", a company registered in England and Wales under company number 11017663. Registered Company address is at 1st Floor, Front Offices, Nightingale House, 1-3 Brighton Road, Crawley RH10 6AE. The British Landlords Association (also known as "The BLA") is the trading name of thebla.co.uk Limited. Any concerns or complaints regarding your data should be addressed to Mr S Ahmad at the above address.

At The BLA, we take our data protection responsibilities very seriously. Your privacy and security is important to us, so we've developed this Privacy Policy to explain how we collect, use, disclose, transfer and store your information.

This Privacy Notice tells you how and why The BLA collect information about you, how it is used and stored and who it is shared with. We are open with you about what information we hold and what we do with it. We act according to the law to protect your rights and ensure the security of data which we hold about you.

This Privacy Notice sets out the information we are obliged to give you under the General Data Protection Regulations (GDPR).

The purpose of The BLA is to gather information about developments affecting the private rented sector as well as information and training for landlords and letting agents in the UK. Our services include landlord courses, landlord documents and other landlord and letting related documents which are relevant to private landlords and lettings agents.

We therefore collect, process and store personal data both to help us promote the interests of landlords to educate them, keep them up to date, and to provide products and services, as well as administering the memberships.

We collect and handle certain information or data about you when you use any of our services.

We collect:

- Questions, queries or complaints you submit, including your email address if you contact us.
- Your email address and subscription preferences when you sign up to our free email letter, and how you use our sent emails - for example whether you open them and which links you click on
- Your IP address, and details of which version of web browser you used
- Information on how you use the site, using cookies and page tagging techniques

- Identity and contact details (including joining data for members). This includes names, addresses and contact details.
- Personal and background details. This is information you give us (if you wish) about your property business and holdings.
- Membership information (where applicable).
- Subscriptions.
- Bank, card and direct debit details.
- Products and services supplied/inquired about.
- Training courses
- Events.
- Web site visits.
- Communications, emails, etc.
- Complaints.
- Research and material gathered in connection with our campaigning activities, products and services and benefits.
- Documents sent to us for advice.

This data can be viewed by authorised people employed by The BLA and or our suppliers, to:

- To improve our website by monitoring how you use it
- Gather feedback to improve our services
- To improve our free email letters and promotions
- Respond to any feedback you send us, if you've asked us to
- Send email alerts to users who request them
- Allow you to access government services and make transactions
- Provide you with information about local services

Where your data is stored

We store your data on secure servers in the European Economic Area (EEA) (except for data that we gather when you sign up to our email alerts).

Some of our suppliers are based outside the EEA. We have strict controls over how and why your data can be accessed.

By submitting your personal data, you agree to this.

When you sign up to our email alerts

We use our software for our email alerts.

As a subscriber to our email alerts, we may contact you from time to time to ask for your feedback on how to improve our email alert service.

To send you The British Landlords Association Daily newspaper by email.

We will use your information to send you email alerts if you request them. You can find out more about how we collect and store your information.

BLA Associates

Membership categories may provide for associates who can access membership entitlements. We will need to collect and handle contact details relating to associates which then link to the member in question. This is done for the purposes of performing our membership contract so that membership entitlements are administered and made available.

Referrals to the BLA or from the BLA

From time to time we carry out promotional offers of membership and services through Landlord Advice UK from which new members can join free. From time to time if a member requires legal service, we may refer them to Landlord Advice UK. This is only done where we have been requested to help a member to obtain detailed legal advice.

Landlord Advice Line

As a membership entitlement, for contractual performance, members are able to access advice relating to their lettings and property businesses via our service provide and associated company Landlord Advice UK. This will involve us in collecting and handling personal information. This may extend to information about tenants and residents or potentially neighbours or others. Telephone calls and other communications with Landlord Advice UK (such as by email and live chat) are treated in the same way. Such communications are considered confidential. We do not inform tenants, etc., that we are processing their data, because we consider that this would impede the processing of data about them due to the need for confidentiality and so that our members feel free to give us information in order that they can receive advice. As indicated elsewhere, calls are recorded. Wherever possible, we anonymous or apply pseudonyms to avoid tenants/residents etc., being identified. This is, however, not possible always and in particular with telephone recordings. However, access to telephone recordings is limited to designated senior staff within the BLA.

Information held by The BLA about tenants etc.

We collect and process certain information about tenants and residents (including prospective and ex-tenants and residents). This is collected and handled with their consent to enable The BLA to carry out credit checks on behalf of members. This is also done in the legitimate interests of members so that they can verify suitability for tenancies. Related personal information is held securely and dealt with according to data protection law.

We may be provided with personal information about tenants/residents, etc., when members consult our Landlord Advice Line - for further details see below Landlord Advice Line.

Tenants/residents etc, provide us with personal information about themselves when they make a complaint under our Code of Conduct or the disciplinary procedure.

This personal information will be collected and handled for contractual performance as compliance with this Code is a condition of membership with The BLA.

The BLA may also provide services which include collecting and holding data about tenants and residents. This is done in the legitimate interests of members to assist them in the management of their letting and property related businesses.

Keeping your data secure

Sending information over the internet is generally not completely secure, and we cannot guarantee the security of your data while it's in transit.

Any data you send is at your own risk.

We have procedures and security features in place to keep your data secure once we receive it.

Disclosing your information

We may pass on your personal information if we have a legal obligation to do so, or if we have to enforce or apply our terms of use and other agreements. This includes exchanging information with other government departments for legal reasons.

We won't share your information with any other organisations (save for other associated member service providers) for marketing, market research or commercial purposes, and we don't pass on your details to other websites.

We Sharing your Data

There is a lot of concern about organisations passing on the information we collect about you to others. We share these concerns and we have strict policies in place limiting the share of information. We only pass on the identity and contact details of members in a limited number of situations.

We do so in order to administer memberships including:

- Sending out postal items.
- Credit check information or reports.
- To Tradepoint for their discounted Tradepoint card and catalogues.

This is done for contractual performance.

We do not pass any contact details on to anyone else to enable marketing material to be sent to you whether electronically or by post. However, from time to time we, ourselves, do send out promotional offers and details of selected products and services on behalf of other companies. This is however sent by the BLA; not these companies themselves. We do, however, confirm the fact that you are a member of the BLA (where applicable) to these companies to enable you to qualify for any available discount, promotions etc.

The other situation in which we share data is when we disclose the fact that you are a member of the BLA in connection with our complaints procedure if we receive a legitimate request from a third party, such as a tenant. Additional situations in which we do so are set out in this notice.

Further information is given in the Table under the heading "Who is the data shared with and legal gateways".

Sharing of information between Associated Companies

Associated companies carry out different activities and provide different entitlements and benefits, utilising in some cases the same staff to do so. Therefore, of necessity, in the legitimate interests of all companies your information may be processed by different companies associated with the BLA depending upon the nature of what is being done. The BLA itself is the data controller in respect of all personal data. Your information when you seek legal advice will be forwarded to Landlord Advice UK so they can contact you directly and give you free legal advice.

Your rights

You can find out what information we hold about you, and ask us not to use any of the information we collect. If you've signed up for email alerts, you can unsubscribe or change your settings at any time.

Memberships

The BLA is a free membership organisation to which private residential landlords can join as members. Those who join the BLA are described in this notice as members. If membership ends, then the former member automatically becomes a guest for three years from then (unless he/she opts out by giving written notice). We collect different information about you depending on whether you are a member or guest and, as you will expect, we hold less information about our guests. References to members and guests include former members and guests.

Links to other websites

Our website thebla.co.uk contains links to other websites.

This privacy policy only applies to you. Each and every service provider to us, or through us, to you, have their own terms and conditions and privacy policies.

Following a link to another website

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information.

Following a link to thebla.co.uk from another website

If you come to thebla.co.uk from another website, we may receive information from the other website. We don't use this data. You should read the privacy policy of the website you came from to find out more about this.

BLA Marketing activities and Campaigns

We must in certain circumstances obtain your consent to conduct direct unsolicited electronic marketing. We do this on behalf of our insurance partner and our service providers so that they can contact you by telephone or email regarding their landlord insurance products. Likewise, we obtain consent where we market products and services on behalf of third party suppliers.

Automatically, unless you opt out, we send you by email our Email News letters and media reviews, information about the BLA products and those of our service providers. You may also receive BLA training courses and other BLA events, and research requests. Where you have joined the BLA as a member we are permitted to do this so long as we offer you the opportunity to opt out/unsubscribe at the time of joining. Additionally, you can unsubscribe each time we send you an email communication.

Length of storage of data

Data can be stored legally on a time limited basis and not indefinitely. Generally, we will hold personal data about you for the duration of your membership and for three years after your membership has ended. Where you are a guest we can hold information for three years since we last had contact with you. This includes you opening our emails. In some situations depending on the appropriateness of holding political data, its nature and our business needs, we will only hold data for a shorter period.

Storage and security of data

All our information is stored electronically on secure servers located within the United Kingdom. Certain information is also retained on a secure basis in hard copy format. Telephone conversations are recorded electronically for monitoring, auditing and training purposes. This includes advice given over the telephone by our Landlord Advice Line.