

A modern living room interior featuring a large window that looks out onto a lush garden. To the left, a wooden shelving unit holds several potted plants, including a large green leafy plant and a hanging vine. In the foreground, a grey sofa is partially visible, along with a small wooden coffee table holding two red candles. The overall atmosphere is bright and airy, with natural light streaming in from the window.

PRIVACY POLICY

PRIME | PERSPECTIVES

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1. NOTICE

Prime Perspectives ("Prime Perspectives," "we," "us," or "our") is committed to protecting your privacy in all our dealings with you, whether through our website's online services or through direct contact with our directors, consultants, or employees. When using our website, we want you to have a safe and secure experience. We will endeavour to ensure that the information you submit to us remains private, and is only used for the purposes set out in this policy. Except in the case of complying with a legal or regulatory requirement, Prime Perspectives does not and will not disclose your information to third parties without your consent.

We take your privacy seriously and use your personal data as further explained in this Privacy Policy. We are the "controller" of the personal data you provide to us. By using our website, you're agreeing to be bound by this Policy. Any questions regarding this Policy and our privacy practices should be sent by email to info@primeperspectives.com.

Alternatively, you can call **+44 (0) 20 3239 3739**.

2. ABOUT US

Prime Perspectives provide property marketing services to corporate and private clients in London. Our services include property photography and property videography, which also includes floor plans, virtual tours, energy performance certificates and other property related services.

3. HOW DO WE COLLECT INFORMATION FROM YOU?

We do not track general use of our website. Information is collected from you when you complete our online booking or contact form, when you contact us by email and/or when you phone us with an enquiry, booking or job application.

4. WHAT TYPE OF INFORMATION IS COLLECTED FROM YOU?

Personal data is any information which identifies you personally whether directly (for example, your name) or indirectly (for example, information about your use of our products and services).

We may collect the following data about you:

- Contact details: your name, email address, and telephone number so that we can contact you in response to an enquiry you make via our Site or in relation to the products and services that we have from time to time agreed to provide to you;
- Correspondence: we collect any additional personal data you may provide to us from time to time if you contact us by email, letter or telephone, through our Site, by submitting a comment on our Site, or by any other means;
- Transaction details: we or our third-party providers will collect information relating to transactions you carry out through our Site and for the purposes of fulfilling your orders;

The information you provide may include personal information relating to your customers (for instance vendor or tenant information) or other individuals. If you are completing the online form on behalf of somebody else, you must have the appropriate approval in place before submitting.

5. HOW IS YOUR INFORMATION USED?

We may use your information to: We use your personal data for the following purposes:

- To provide you with the products and services you have requested. We use your personal data

to accept you as a new or returning customer to provide you with the products and services you have requested.

- To send you service communications. We use the contact details you have provided to us so that we can communicate with you about the products and services that we provide, including to let you know about major changes to those products and services.
- To provide and improve customer support. We use your personal data to be able to provide and improve the customer support we provide to you (for example, where you have questions about our products and services).
- To maintain our records and improve data accuracy. Like any business, we process personal data in the course of maintaining and administering our internal records. This includes processing your personal data to ensure that the information we hold about you is kept up to date and accurate.
- To respond to enquiries, complaints and disputes. We use the personal data we hold about you to help us respond to any enquiries or complaints you have made, or deal with any dispute which may arise in the course of us providing our products and services to you, in the most effective manner.
- To investigate, detect and prevent fraud and comply with our legal obligations. In certain circumstances, we use your personal data only to the extent required in order to enable us to comply with our legal obligations, including for fraud detection, investigation and prevention purposes. This may require us to provide your personal data to law enforcement agencies if they request it.
- To discuss services you provide on behalf of Prime Perspectives.
- Process a job application.

6. PROFILING

Prime Perspectives collects information from the use of our website to create a buyer persona which may be used to match services to specific customer needs.

7. WHO HAS ACCESS TO YOUR INFORMATION?

We may provide your personal data to our suppliers and service providers who provide certain business services for us and act as “processors” of your personal data on our behalf. In addition, we may disclose your personal data if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to protect the rights, property, or safety, of our business, our customers or others.

This includes, in specific cases, exchanging information with other organisations for the purposes of fraud protection.

In some cases, the personal data we collect from you may, for the purposes set out above, be transferred outside the European Economic Area (EEA) and such destinations may not have laws which protect your personal data to the same extent as in the EEA. We are required by data protection law to ensure that where we or our “processors” transfer your personal data outside of the EEA, it is treated securely and is protected against unauthorised access, loss or destruction, unlawful processing and any processing which is inconsistent with the purposes set out in this Privacy Policy.

8. YOUR RIGHTS

You have the following rights regarding your personal data:

- **Rights to be informed.** You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. This is why we are providing you with the information in this Privacy Policy.
- **Right of access.** You have the right to obtain access to your personal data (if we are processing it) and certain other information (similar to that provided in this Privacy Policy). This is so you are aware and can check that we are using your personal data in accordance with data protection law.
- **Right to rectification.** You are entitled to have your personal data corrected if it is inaccurate or incomplete.
- **Right to erasure.** This is also known as 'the right to be forgotten' and, in simple terms, enable you to request the deletion or removal of your personal data where there is no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
- **Right to restrict processing.** You have the right to 'block' or suppress further use of your personal data in certain circumstances. When processing is restricted, we can still store your personal data, but may not use it further.
- **Right of data portability.** You have the right to obtain and reuse your personal data in a structured, commonly used and machine-readable format in certain circumstances. In addition, where certain conditions apply, you have the right to have such information transferred directly to a third party.
- **Right to object to processing.** You have the right to object to us processing your personal data for our legitimate business interests or for direct marketing purposes (including in each case any related profiling).
- **Right to withdraw consent to processing.** If you have given your consent to us to process your personal data for a particular purpose (for example, direct marketing), you have the right to withdraw your consent at any time (although if you do so, it does not mean that any processing of your personal data up to that point is unlawful).
- **Right to make a complaint to the data protection authorities.** You have the right to make a complaint to the Information Commissioner's Office (ICO) if you are unhappy with how we have handled your personal data or believe our processing of your personal data does not comply with data protection law.

9. HOW LONG WE KEEP YOUR PERSONAL DATA FOR

- We retain your personal data for no longer than is necessary for the purposes(s) for which it was provided. What this means in practice will vary between different types of data. When determining the relevant retention periods, we take into account factors including:
- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law;
- potential or actual disputes; and
- guidelines issued by relevant data protection authorities.

Otherwise, we securely erase your personal data from our systems when it is no longer needed.

10. HOW YOU CAN ACCESS AND UPDATE YOUR INFORMATION?

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us via info@primeperspectives.com.

Alternatively, you can give us a call on **+44 (0) 20 3239 3739**. You have the right to ask for a copy

of the information Prime Perspectives hold about you, please use the above contact details and allow up to 30 days for us to respond to your request, in line with GDPR regulations. If you're not satisfied with our response to any enquiries or complaint or believe our processing of your personal data does not comply with data protection law, you can make a complaint to the Information Commissioner's Office (ICO) by:
writing to: Information Commissioner's Officer, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF;
calling: **0303 123 1113**; or
submitting a message through the ICO's website at: ico.org.uk

11. SECURITY PRECAUTIONS IN PLACE TO PROTECT THE LOSS, MISUSE OR ALTERATION OF YOUR INFORMATION

When you give us personal information, we take steps to ensure that it's treated securely. Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

12. USE OF COOKIES

Like many other websites, the Prime Perspectives website uses cookies. Cookies are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better more personalised service. It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

13. CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be updated from time to time, so you may want to check it each time you provide personal data to us.