



THE INSIDE KEY PRIVACY POLICY

Last Updated: June 2026

1. Introduction

The Inside Key ("The Inside Key", "I", "me", "my") is committed to protecting and respecting your privacy.

This Privacy Policy explains how personal information is collected, used, stored and protected in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable privacy legislation.

The Inside Key acts as the Data Controller for the personal data collected and processed through its business activities.

Contact details:

The Inside Key

Address: 9 Theatre Gardens, 1-3 Sykes Street, Hull, HU2 8AZ

Email: info@theinsidekey.co.uk

Contact Number: 07356018777

ICO Registration Reference: ZC096100

If you have any questions regarding this Privacy Policy or your personal data, please contact me using the details above.

2. Information Collected

Personal information may be collected directly from you, through third parties acting on your behalf, or through business interactions.

This may include:

- Full name
- Postal address
- Email address
- Telephone number
- Date of birth
- Identification documents
- Proof of address documents
- Financial information where relevant
- Property ownership information
- Property requirements and investment criteria
- Tenant and landlord information
- Correspondence and communications
- Website enquiry information
- Social media enquiry information
- Information required for Anti-Money Laundering (AML) checks

Personal information may be collected through:

- Telephone calls
- Email correspondence
- Social media platforms including Facebook, Instagram, LinkedIn and TikTok
- Website enquiry forms
- Online booking or contact forms
- Other methods of communication used to contact The Inside Key

3. How Personal Information Is Used

Personal information may be used for the following purposes:

- Responding to enquiries
- Providing property sourcing services
- Providing property-related services
- Managing client relationships
- Carrying out identity verification and AML compliance checks
- Arranging property viewings
- Communicating with agents, landlords, solicitors, mortgage advisers and other relevant parties
- Preparing and issuing contracts and agreements
- Maintaining business records

- Complying with legal and regulatory obligations
- Preventing fraud and financial crime
- Marketing services where consent has been provided or where legally permitted
- Responding to enquiries received via telephone, email, website or social media
- Communicating with clients, landlords, tenants, investors and other relevant parties

4. Lawful Basis for Processing

Personal data is processed under one or more of the following lawful bases:

- Performance of a contract
- Compliance with a legal obligation
- Legitimate business interests
- Consent
- Establishment, exercise or defence of legal claims

5. Sharing Personal Information

Personal information may be shared where necessary with:

- Estate agents
- Solicitors and conveyancers
- Mortgage advisers and brokers
- Surveyors and valuers
- Landlords
- Tenants
- Contractors and service providers
- Anti-Money Laundering verification providers
- Accountants and professional advisers
- Regulatory bodies
- Government authorities and law enforcement agencies where required by law

Personal information may be shared with trusted third-party service providers who assist in operating the business, including website hosting providers, cloud storage providers, email service providers and software providers.

Personal information will not be sold to third parties.

6. Data Storage and Security

Reasonable technical and organisational measures are implemented to protect personal information from unauthorised access, disclosure, loss, alteration or destruction.

Personal information may be stored electronically using secure business systems and cloud-based software providers.

Access to personal data is restricted to authorised persons who require access for legitimate business purposes.

7. Data Retention

Personal information will only be retained for as long as necessary for the purpose it was collected.

Typical retention periods include:

- Client records: up to 6 years after the end of the business relationship
- Financial records: up to 6 years in accordance with HMRC requirements
- AML records: 5 years from the end of the business relationship unless a longer retention period is required by law
- Enquiry records: up to 2 years where no business relationship is established

Information may be retained longer where required by law or where necessary to establish, exercise or defend legal claims.

8. Your Rights

Under UK GDPR you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion of personal data where applicable
- Restrict processing
- Object to processing
- Request transfer of your personal data
- Withdraw consent where processing is based on consent

Requests can be made using the contact details provided within this policy.

9. Complaints

If you are unhappy with how your personal information has been handled, please contact The Inside Key in the first instance.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office:

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

10.Cookies and Website Usage

The Inside Key operates a website hosted by IONOS.

When visiting the website, certain information may be collected automatically, including IP addresses, browser information, device information and website usage data.

Personal information may also be collected when visitors submit enquiries through website contact forms.

The website may use cookies and similar technologies to improve functionality, analyse website performance and enhance user experience.

Users can control and manage cookies through their browser settings.

Further information regarding cookies may be provided through the website's cookie banner or cookie settings.

11.Third-Party Websites

The Inside Key may provide links to third-party websites. This Privacy Policy does not apply to those websites and users should review the privacy policies of any third-party sites they visit.

12.Changes to this Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes in legislation, business practices or services.

The latest version will always be available upon request and, where applicable, on the business website.