



About Our Privacy Policy

This website is the property of LIV, the trading name of LIV Group Limited (“we”, “us” or “our”). We are committed to protecting and respecting your privacy at all times.

This Policy aims to give you information about when and why we gather personal data from people who visit our website at balticyardliverpool.co.uk or who get in touch with us for any reason, including by phone or email. It also explains how we use your personal data, the conditions under which we may disclose it to others, how we keep your data secure, and it sets out your privacy rights.

We may change this policy from time to time by updating this page. Additional information may be provided on particular pages of this website, for example, on any specific pages where we collect personal data and you should also refer to those. We also operate cookies on our website and information about that is also provided separately in our [Cookies Policy](#).

How to Contact Us

For any questions about this Policy, or to exercise any of your legal rights, please contact our designated Data Protection Administrator at:

LIV Group Limited

Whitehall Waterfront, 2 Riverside Way, Leeds, LS1 4EH

You can also call us on 0113 244 2444 or email DataProtectionAdmin@liv-group.co.uk

Who Are We?

We are LIV – the trading name of LIV Group Limited. For the purposes of this website and the information collected through it, LIV is a data controller and is responsible for your personal data. We gather and process your personal data in accordance with this Policy, and in compliance with the General Data Protection Regulation (“GDPR”) and other relevant data protection laws and regulations. We are registered as a data controller with the Information Commissioner’s Office (no. ZA205268).

What Type of Information Do We Collect?

Personal data means any information about an individual from which that person can be identified. It does not include any data which has been anonymised such that a person’s identity is removed. We collect, use, store and transfer different kinds of personal data.

The categories of personal data that we collect from you may include:

- **Identity and Contact Data** such as name, title, home or business address, and personal or business phone numbers and email addresses.
- **Technical Data** including internet protocol (IP) address, access times, your login data, browser type, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website. This may also include information about how you use our website and our services.
- **Rental Data** including your Occupation, and/or salary information, financial details, your rental budget or other information necessary to assist you in a property search or renting one of our properties.

- **Marketing and Communications Data** includes preferences in receiving marketing from us, and your communication preferences.
- **Career Data** for example, if you are applying for a job with us, or you respond to our 'Careers' page, you may provide us with a copy of your CV, career history information, employment references, and proof of ID such as your passport.
- **Financial Data** including information you may need to provide us with to make a payment. This may include credit/debit card information, and your bank account details.
- **Profile Data** such as username and password details you use to log in to one of the property portals on our website.

“**Special Categories**” of particularly sensitive personal information require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. We may process special categories of personal information with your explicit consent, for example if you tell us about a disability that affects your housing needs. Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else’s interests) and you are not capable of giving your consent, or where you have already made the information public.

How do we collect your data?

This data is collected in a number of ways. Often it is collected using the online form on this website when you contact us about one of our properties, as well as via email and/or phone communication or through one of our property portals. In addition, we record all calls made to us for quality monitoring purposes.

We may collect the data directly from you or in some cases it may be provided from one of your colleagues.

Some of the technical data which we collect may be collected automatically as you interact with our website for example via the use of cookies and similar technologies.

How do we use your data?

We are committed to respecting the personal data you supply us and we will only use your personal data where the law allows us to. The following information explains the purposes for which we use different categories of personal data and the legal basis or bases which we believe applies to those uses.

Administering this website

We may process your identity and contact data, profile data and technical data for the purposes of administering and operating this website. This may include troubleshooting, data analysis, testing, system maintenance and support. This helps us to continually improve this website and the services we can offer. We process your data in this way on the basis that this is necessary for our legitimate interests in managing, administering and improving this website and our services.

Administering your tenancy

Where you provide us with data as a tenant of one of our properties, we will process your identity and contact data, rental data, and financial data in order to provide and deliver our services to you, to provide you with property, safety or service updates, to administer your tenancy and to deal with



ancillary matters such as sending communications to you and administering payments from you. We process your data in this way on the basis that it is necessary to do so for the performance of the relevant contract that you have entered into with us (or for us to take the steps necessary for you to enter into such contract).

If you provide us with any special category data relevant to your housing needs, for example in relation to any wheelchair access requirements, we use this to ensure that the housing we provide is appropriate, on the basis that we have your explicit consent to do so.

Delivering our services

We will also process your identity and contact data, rental data and marketing and communications data where you get in touch with us to assist you with a property search. This may include for example, acknowledging your interest in our rental properties, informing you of upcoming property availability and offers and scheduling viewings with you for properties you are interested in. We process your data in this way on the basis that this is necessary for our legitimate interests in providing our services to you, and to send you details of properties we think may suit your requirements.

Managing our relationship with you

Where you are a leaseholder or landlord we provide services to, or a representative of the same, we may process your identity and contact data for the purposes of managing our relationship with you and communicating with you in relation to the services. We may also process your financial data in order to issue you with our invoices and to administer payments. We process your data in this way on the basis that it is necessary to do so for the performance of the relevant contract that you have entered into with us.

If you contact us with a comment, enquiry (for example via one of our online forms) or if you want to speak to us, we use your identity and contact data in order to respond to you. Processing your data in this way is necessary for our legitimate interests in the operation of our business, in order to provide our customer service to you.

Marketing

We may from time to time contact you with marketing communications such as to tell you about other services we offer which we think may interest you, or to seek your views and feedback on the services we provide. To do this we will use your identity and contact data, and may also use your technical, profile and marketing and communications data. We process your data in this way as it is necessary for our legitimate interests to develop, market and promote our services. We include people in our marketing database where we have the appropriate consents to do so in accordance with the rules relating to marketing communications. We provide further information about this when you agree to receive our promotional offers and marketing communication.

You are free to withdraw this consent at any time. You can opt-out from our marketing communications by emailing us at unsubscribe@liv-group.co.uk or by clicking on the “unsubscribe” button at the base of the marketing email you have been sent, and we will remove your details from the system.



Data Retention

We only retain your personal data for as long as it is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Unless otherwise stated in our Data Retention Policy, to determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. For more information on this please refer to our Data Retention Policy which lists how long each of our departments holds your personal information for.

Who Has Access to Your Information?

LIV does not and will not share or disclose your personal information with unconnected third-parties without your consent, unless it is for purposes specified in this Policy or if there is a legal requirement.

We also limit access to your personal data to those employees, group companies, agents, contractors and other third parties who have a business need to know it. This may for example, include referencing agencies. We will only disclose the data the relevant party needs to perform their function, they will only process your personal data on our instructions and they are also subject to a duty of confidentiality.

Safeguards

If you provide personal data to us, we take reasonable technical and organisational steps to keep it secure and to prevent it from being accidentally lost, used or accessed in an unauthorised way, for example, our website offers 256-bit SSL encryption. We will notify you and any applicable regulator of a breach where we are legally required to do so.

Transferring Your Information Outside of the European Union (EU)

Your personal data is often stored outside of the EU, and as part of our marketing activities we accept personal data from a range of marketing channels such as property portals. Information such as your name and email address is electronically transferred and stored on a CRM system by LIV in countries outside of the EU. Whenever we transfer your personal data outside of the EU, we take all steps necessary to ensure it remains protected under frameworks and agreements in destination countries that are compliant with EU data regulations. Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EU.

Consequences of Not Providing Your Data

LIV will never make you provide us with your personal data, nor are you obligated to do so. Where we need to collect personal data by law, under the terms of a contract we have with you or the organisation you represent, or for another lawful reason and you fail to provide that data, it may restrict us from offering some or all of our services. It may also prevent us from fully performing our obligations in accordance with our contract, or otherwise properly dealing with a request or enquiry you have made.

Updating Your Personal Data

Not only is LIV committed to the security of your information, but the accuracy too. It is important that you keep us informed if your personal data changes during your relationship with us. If you wish to review and/or update personal data we hold about you, please contact our Data Protection Administrator using the details above. If you provide us with information about any other person, for example any other individuals within your organisation or your business partners, then you must ensure that you have their consent to pass those details to us and for us to use those details in accordance with this privacy policy. You should also make sure that you bring this policy to their attention.

Links to Other Websites

This Privacy Policy applies to this website only. Our website may contain links to third-party websites, plug-ins and applications, for example we provide links to Rightmove and the RICS website. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We are not responsible for those third-party websites or their privacy policies and they are not under our control. You should read any policies and statements on such websites carefully.

Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Those rights are listed below. Please contact us if you would like to exercise any of them. You have the right to:

- **Request access** to your personal data (a “data subject access request”). This means you can receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of your personal data: This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure of your personal data.** You can ask us to remove personal data where there is no good reason for us continuing to process it. You also have this right where you have successfully exercised your right to object to processing, where we may have processed your data unlawfully or where we are required to erase your personal data to comply with law. We may not always be able to comply with your request where there are particular legal reasons.
- **Object to processing** of your personal data where we rely on a legitimate interest basis and if the processing impacts on your fundamental rights and freedoms. You can also object to direct marketing. In some cases, we may demonstrate that we have grounds to process your data which override your rights and freedoms.
- **Request restriction of processing.** You can ask us to suspend the processing of your personal data: if you want us to establish the data’s accuracy; where our data use is unlawful but you do not want us to erase it; where you need us to hold the data even if we no longer need it, to establish, exercise or defend legal claims; or you have objected to use of data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request a data transfer.** We will provide to you, or your chosen third party, your personal data in a structured, commonly used, machine-readable format. This only applies to automated information which you provided consent for us to use or necessary to perform a contract with you.

- **Withdraw consent at any time** where we rely on consent to process your personal data. This will not affect the lawfulness of processing carried out before you withdraw your consent.

Exercising Your Rights

You will not have to pay a fee to access your personal data (or to exercise any other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure personal data is not disclosed to a person who has no right to receive it. We may also contact you to ask you to clarify your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests in which case we will keep you updated.

Lodging A Complaint

We will only process your personal data in compliance with this Policy and all relevant laws and regulations. If you have cause for concern or are unhappy in any way, however, you may lodge a complaint with us using the contact details set out above.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) which is the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, like the opportunity to assist you with any concerns before you approach the ICO.



About Our Cookies Policy

Our cookies policy explains how we use cookies and other tracking devices on our website at balticyardliverpool.co.uk. For the purposes of this policy, a reference to “cookies” refers to cookies and other types of technologies we use to help us recognise you as a user of our website.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners, who may combine it with other information that you’ve provided to them or that they’ve collected from your use of their services.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies, we need your permission.

This site uses different types of cookies. Third party services place some cookies that appear on our pages.

Google Analytics

The information from Google Analytics cookies is collected, transmitted and stored on Google’s servers in the US. Google may also transfer this information to third parties if required by law, or where those third parties process the information for Google.

If you wish to opt out from receiving Google Analytics cookies, you can do so using this [add-on for your browser](#).

Session Cookies and Permanent Cookies

Some of the devices which are used on the Baltic Yard website are used for the current session only i.e. to recognise returning users. This means that the cookie will expire when your session finishes. Others are permanent cookies, which will be stored on your computer and will be used to recognise you as a user, the next time you visit the site.

Consent to Use of Cookies from Our Website

English law requires all websites to request permission when using cookie technology. If your browser is set to accept cookies and other similar technologies and if you continue to use our website, then we will understand this to mean that you consent to the use of cookies or similar technologies. However, if you wish to remove or stop use of cookies from our site then you should either stop using the site or adjust your settings either on this page or through your browser as explained above, to reject or disable cookies.

Cookies Settings

Broadly, you can block cookies by activating the setting on your browser which allows you to refuse the setting of cookies. The steps below explain how to do this for each browser type. Be aware, however, that if you use browser settings to block cookies, you may not be able to access all or some parts of the site and our site may not work as intended.

How Do I Disable Cookies?

Internet Explorer

With Internet Explorer, you can choose the level of cookie filter using the source of the cookie – and if that source has a privacy policy.

1. Choose 'Tools'
2. Click 'Internet Options'
3. Click the 'Privacy' tab
4. Move the slider depending on which settings you want
5. *Click on 'Advanced' for more detailed privacy settings (optional)*

Safari

1. Choose 'Preferences'
2. Choose 'Security'
3. Choose your cookie settings

Mozilla Firefox

You can set which sites can set cookies, how long they set them for and manage your existing ones with Firefox.

1. Click 'Menu'
2. Click 'Options'
3. Choose 'Privacy'
4. Choose 'Cookies'
5. Adjust your settings

Google Chrome

Chrome allows all cookies by default. You can manage first- and third-party cookies, however, or even block them completely.

1. Click 'Tools'
2. Choose 'Options'
3. Click 'Under the Bonnet'
4. Find 'Privacy'
5. Click 'Content Settings'
6. Click 'Cookie Settings' and choose your settings here

For more information about cookies and how to disable them please go to aboutcookies.org or allaboutcookies.org