

Elite & Co is committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of General Data Protection Regulation (GPR), the data controller is Elite & Co.

Our Obligations

We hold a big amount of confidential information about people (known as data subjects) including sellers, purchasers, landlords, tenants, other parties to associated transactions, and staff. We all must therefore comply with the GDPR and keep confidential information secure whether the information is held in electronic form or in a paper system.

People have the right to know what information we hold about them, the right to have errors corrected, and the right to have their data deleted if we have no justification for holding it.

We may be liable in various ways if we fail to hold data appropriately.

What data are we collecting and what we will do with it?

We collect personal information about you that you give us by filling in forms on our website (Our site) or by corresponding with us by phone, email or otherwise. The information include: Full name, telephone/mobile number, email address, correspondence address, and your requirements/services.

We would only process personal data if we have a legitimate justification for doing so. Often the justification will be the consent of the person concerned. Otherwise we may be entitled to proceed without consent on a number of grounds such as:

- To send you property details for rent or purchase as per your request
- To send you information of our services as per your request
- To carry out Anti-Money Laundering check for the sale and purchase of a property
- To carry out the "Right to rent" check for the rental of a property
- To carry out referencing checks for the rental of a property to protect the landlord's reasonable commercial interests
- To offer you utility providers intended for tenants
- To comply with the other legitimate interest such as providing details to the landlord's solicitor for notices on behalf of the landlord

Disclosure of your Information

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 enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purpose of fraud protection and credit risks reductions.

We will often need to share personal data and confidential information with others such as:

Alto– Property Software platform
EPC assessors – For selling and renting a property
Tenant Deposit Scheme (TDS) – Tenant Deposit Protection
Rent4Sure – Tenant Referencing
Let Alliance – Tenant Referencing
Technicweb – Website Hosting
Contractors/Suppliers – Property Management
Surveyors – For a sale of a property

We use the following Software:

Microsoft Office
Adobe
Microsoft Outlook – emails
Internet Explorer
Word
Excel
Photoshop
Avast Firewall Protection
BT Cloud phone and internet
Google mail

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It will also be processed by staffs operating outside the EEA who work for us or for one of our suppliers. This includes staff engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Right of Access, Rectification and Erasure

You have the right to tell us not to use your personal information for marketing purposes. You can exercise this right by unsubscribing using the link in any of the marketing emails we send you.

You have the rights to access your personal information, to object to the use of your personal information for certain purposes, and the right to erase, restrict or receive a machine-readable copy of your personal information. You can exercise any of these rights by contacting us at the address above.

We will comply with the law in responding to your requests. That means that there may be some legal reasons why we cannot comply with all requests.

Retention and Disposal of Information

Contractual, Consented and Legitimate Interest Information will be retained for a maximum of 7 years in line with our statutory, regulatory and business needs to keep records. Personal data will be deleted at your request if we no longer have an obligation to retain it.

Email Information will be deleted after 12 months or as above. Property data base email address and personal data will be retained until you unsubscribe (regular contact will be made giving the opportunity to unsubscribe).

Thereafter, information is disposed of securely, by shredding, electronic deletion, or otherwise as appropriate.

Cookies

Elite & Co web site, or an embedded component from a trusted partner may automatically create a 'cookie' when you visit us. A 'cookie' is a small string of text that a website send to your browser which enables our website to recognise you on subsequent visits and allows us to tailor your visit to your specific requirements.

You are free to refuse cookies from this site but some personalised services on this site may not be available if you choose to disable cookies.

You can read more about cookies and their use at the Interactive Advertising Bureau's dedicated website: www.allaboutcookies.org

Changes to our privacy policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Contacting us

If you have any questions about this privacy policy or the way we handle your personal information, please contact us at the address in the 'contact us' section of this website or to our Data Protection Responsible Person.

Paul Wong
245 High Street, Beckenham, Kent BR3 1BN
020 8663 3322
Beckenham@eliteandco.co.uk

We hope that we will be able to answer any questions or concerns that you have. You have the right at any time to raise your concern with the Information Commissioner's Office at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Last Reviewed: 01 June 2026