

# ***Land Value Alliances LLP Privacy Statement***

## ***Introduction***

LVA is strongly committed to protecting personal data. This privacy statement describes why and how we collect and use personal data and provides information about individuals' rights. It applies to personal data provided to us, both by individuals themselves, by others or data we may collect from the public record. We may use personal data provided to us for any of the purposes described in this privacy statement or as otherwise stated at the point of collection.

"LVA" (and "we", "us", or "our") refers to Land Value Alliances LLP (the limited liability partnership registered in England under registration no. OC383931 and with its registration address at Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH.

Personal data is any information relating to an identified or identifiable living person. When "you" or "your" are used in this statement, we are referring to the relevant individual who is the subject of the personal data.

When processing personal data, our policy is to be transparent about why and how we process personal data. We may process personal data when:

- You use our website.
- You are involved with LVA in the services we provide.
- You contact us.
- We contact you.

We may collect the following information from you in order to engage with you in our areas of business activity:

- Your name, address, email address, telephone number(s) and other contact details.
- Information required to discuss with you our business activities.

## ***Security***

We take the security of all the data we hold very seriously. We use secure database software to protect data from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost. We have a framework of policies, procedures and training in place covering data protection, confidentiality and security and regularly review the appropriateness of the measures we have in place to keep the data we hold secure.

## ***Third party access***

Access to your personal information is only allowed when required by law, we do not, and will never, sell or share your personal information with third parties.

- **Third party organisations that provide applications/functionality, data processing or IT services to us**

We use third parties to support us in providing our services and to help provide, run and manage our internal IT systems. For example, providers of information technology, cloud based software as a service provider, identity management, website hosting and management, data analysis, data back-up, security and storage services. The servers powering and facilitating that cloud infrastructure are located in secure data centres around the world, and personal data may be stored in any one of them. Further details of these providers are included below.

<b>Name</b>	<b>Role</b>	<b>Address</b>
BT PLC	Communications services	81 Newgate Street, London EC1A 7AJ, UK
Microsoft Limited	IT software and cloud based services	Microsoft Campus, Thames Valley Park, Reading RG6 1WG, UK
Sage	Accountancy software and cloud based services	Sage (UK) Ltd, The Shard, 32 London Bridge Street, London SE1 9SG
Quickbase	Customer relationship management system and cloud storage	Quickbase, 150 Cambridge Park Drive, Cambridge, Massachusetts MA 02140 United States of America
SugarSync	Cloud storage services	SugarSync, 6922 Hollywood Boulevard, Suite 500, Los Angeles, California CA 90028 United States of America

- **Our clients**

Where we need to process personal data to provide professional services to our clients, we may share personal data in our deliverables (such as the reports we create).

- **Accountants, Auditors, insurers and professional advisers**

Our accountants and auditors are Old Mill Accountancy LLP, Maltravers House, Peters Way, Yeovil, Somerset BA20 1SH. We have a number of business insurance policies in place (further details are available on request) and we may need to share personal data with the insurer, for example, in the event of a claim. We use other professional advisers,

for example, law firms, as necessary to establish, exercise or defend our legal rights and obtain advice in connection with the running of our business. Personal data may be shared with these advisers as necessary in connection with the products and services they have been engaged to provide.

- **Law enforcement or other government and regulatory agencies or to other third parties as required by, and in accordance with, applicable law or regulation**

Occasionally, we may receive requests from third parties with authority to obtain disclosure of personal data, such as to check that we are complying with applicable law and regulation, to establish, exercise or defend legal rights. We will only fulfil requests for personal data where we are permitted to do so in accordance with applicable law or regulation.

### *Changes to this privacy statement*

We recognise that transparency is an ongoing responsibility, so we will keep this privacy statement under regular review.

This privacy statement was last updated on 25 May 2018.

### *Data controller and contact information*

If you have any questions about this privacy statement or how and why we process personal data, please contact us at:

Data Protection Officer  
Land Value Alliances LLP  
Sherbourne House  
25 Northolt Road  
Harrow  
London HA2 0LH

Email: [info@lva.co.uk](mailto:info@lva.co.uk)

Tel: 0203 869 6022

Individuals have certain rights over their personal data and controllers are responsible for fulfilling these rights.

Individuals' rights may include the right of access to personal data, to rectification of personal data, right to be forgotten, to restrict processing of personal data, to object to processing of personal data, to data portability, the right to withdraw consent at any time (where processing is based on consent) and the right to lodge a complaint.

Please see further information about these rights, when they are available and how to exercise them below.

## *Your right of access to personal data*

You have the right to obtain confirmation as to whether we process personal data about you, receive a copy of your personal data held by us as a controller and obtain certain other information about how and why we process your personal data (similar to the information provided in this privacy statement). This right may be exercised by emailing us at [info@lva.co.uk](mailto:info@lva.co.uk), or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022. We aim to respond to any requests for information promptly, and in any event within the legally required time limits.

## *Your right to rectification / amendment of personal data*

You have the right to request for your personal data to be amended or rectified where it is inaccurate (for example, if you change your name or address) and to have incomplete personal data completed.

To update personal data submitted to us, you may contact us at [info@lva.co.uk](mailto:info@lva.co.uk), or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022.

## *Your right to be forgotten*

You have the right to obtain deletion of your personal data in the following cases:

- the personal data are no longer necessary in relation to the purposes for which they were collected and processed;
- our legal grounds for processing is consent, you withdraw consent and we have no other lawful basis for the processing;
- our legal grounds for processing is that the processing is necessary for legitimate interests pursued by us and we do not have overriding legitimate grounds;
- you object to our processing for direct marketing purposes;
- your personal data have been unlawfully processed; or
- your personal data must be erased to comply with a legal obligation to which we are subject.

To request deletion of your personal data, please contact us by email at [info@lva.co.uk](mailto:info@lva.co.uk) or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022.

## *Your right to restrict processing*

You have the right to restrict our processing of your personal data in the following cases:

- for a period enabling us to verify the accuracy of your personal data where you have contested the accuracy of the personal data;

- your personal data have been unlawfully processed and you request restriction of processing instead of deletion;
- your personal data are no longer necessary in relation to the purposes for which they were collected and processed but the personal data are required by you to establish, exercise or defend legal claims; or
- for a period enabling us to verify whether the legitimate grounds relied on by us override your interests where you have objected to processing based on it being necessary for the pursuit of a legitimate interest identified by us.

To restrict our processing of your personal data, please contact us by email at [info@lva.co.uk](mailto:info@lva.co.uk) or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022.

### *Your right to object to processing*

You have the right to object to our processing of your personal data in the following cases:

- our legal grounds for processing is that the processing is necessary for a legitimate interest pursued by us or a third party; or
- our processing is for direct marketing purposes.

To object to our processing of your personal data, please contact us by email at [info@lva.co.uk](mailto:info@lva.co.uk) or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022.

### *Cookies Policy*

Cookies are small text files that websites place on the computers and mobile devices of people who visit those websites. These files are read by the website each time you return to the site. We may use cookies on our website to remember your display preferences, such as contrast colour settings or font size, to any agreement to hear from us, as you contact us and to anonymously gather statistics on pages visited. Cookie-related information is not used to identify you personally. Enabling cookies is not strictly necessary for the website to work but it will provide you with a better browsing experience. You can delete or block cookies through most browser settings but if you do that some functionalities of this site may not work as intended.

### *Complaints*

We hope that you won't ever need to, but if you do want to complain about our use of personal data, please send the details of your complaint to us by email at [info@lva.co.uk](mailto:info@lva.co.uk) or by post Land Value Alliances LLP, Sherbourne House, 25 Northolt Road, Harrow, London HA2 0LH, or by phone, 0203 869 6022. We will look into and respond to any complaints we receive.

You also have the right to lodge a complaint with the supervisory authority. The Information Commissioner's Office ("ICO") is the UK data protection regulator/supervisory authority. For

further information on your rights and how to complain to the ICO, please refer to the [ICO website](#)

*Land Value Alliances LLP*