

# Privacy Notice

## How we use your data

### 1. Introduction

We, Yorkshire Housing Limited, take the protection of your personal data very seriously and strictly adhere to the rules laid out by data protection laws and the General Data Protection Regulation (GDPR-UK).

This privacy notice gives you information on how we collect and process your personal data through your use of this site and any data you may provide if you contact us regarding our products and services.

We have appointed a data protection officer (DPO) who is responsible for monitoring and providing guidance with our GDPR status. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the DPO/us using the contact information in section 15 of this privacy notice.

### 2. Why we Collect your personal information

We collect your personal data for one of the following purposes:

- Your use of this website;
- Your application for a tenancy agreement with us;
- Your tenancy agreement with us;
- Your occupation of one of our properties;
- Your purchase of a home;
- Perspective purchases;
- The provision of care and support by us to you;
- Any claims or safeguarding matters;
- Continued improvement and optimisation of our processes;
- Any enquiries you submit to us.

### 3. Lawful Basis Of Processing Information

We only collect and use personal information about you when the law allows us to. Most commonly, we use it where:

- The data subject (you) has given consent to the processing activity taking place.
- If the processing is necessary for the performance of a contract such as your tenancy agreement.
- If the processing is necessary for compliance with a legal obligation to which the controller is subject.
- If the processing is necessary for the purpose of the legitimate interest pursued by us or our partners.

Where legitimate interest is identified as a lawful basis, we will undertake a legitimate interest assessment which is a three-part test covering:

- The purpose test – to identify the legitimate interest
- Necessity test – to consider if the processing is necessary for the purpose identified
- Balancing test – considering the individual’s interests, rights or freedoms and whether these override the legitimate interests identified.

#### **4. What Information we collect and where from**

This Privacy Notice explains what happens with any personal data we gather from you in relation to:

- your use of this website;
- your application for a tenancy agreement with us;
- your tenancy agreement with us;
- your occupation of one of our properties;
- your purchase of a home;
- Perspective purchases;
- Any claims of safeguarding matters;
- the provision of care and support by us to you;
- any enquiries you submit to us.

The categories of personal information that we may collect, store and use about you include:

- Name, address, telephone number, email.
- IP address.
- Your country of birth, nationality.
- Date of birth and gender.
- National insurance number.
- Bank details, financial information.
- CCTV footage/image

##### **4.1. Special Category Data**

We collect the following special category data from you:

- Health data
- Racial or ethnic original
- Data concerning sex life or sexual orientation.
- Criminal offence data

We will only process special category data where we have an Article 9 exception allowing us to do so.

## 4.2. Third Party Collection of Personal Data

We may also collect your data through Third Parties such as;

- Local authorities
- Government departments
- Our suppliers
- Support organisations
- Credit reference agencies
- Emergency services

## 5. How Long we Keep Information For

We pride ourselves on ensuring that your personal data is only retained for the period that we need it for, or in accordance with laws, regulations and professional obligations that we are subject to.

All personal information processed has a defined retention period, for example 6 years post tenancy. This is in-line with our retention schedule.

## 6. Security of personal information

We take the responsibility for protecting your privacy very seriously and we will ensure your data is secured in accordance with our obligations under the Data Protection laws. We have in place technical and organisational measures to ensure personal information is secured and to prevent your personal data from being accessed in an unauthorised way, altered or disclosed. We have in place a robust access control policy which limits access to your personal data to those employees, contractors and other third parties who only have a business need to know. The processing of your personal data will only take place subject to our instruction.

We have policies and procedures to handle any potential data security breaches and data subjects, third parties and any applicable regulators will be notified where we are legally required to do so.

We have ensured that all employees have had information security and data protection training.

## 7. Children's information

We only collect information on children as part of our claims and safeguarding processes.

We may collect data such as photo's or medical reports you send to us, we may also collect names, date of birth and address to help process any claims or safeguarding.

We will only store this data as long as it's required and in line with our data retention policy Yorkshire Housing Limited provides services to children and will make reasonable efforts, taking into consideration available technology to verify consent is given by someone with parental responsibility over the child when the child is 16 years of age or younger.

## 8. Your individual rights

In this Section, we have summarised the rights that you have under General Data Protection Regulation. Some of the rights are complex, and not all the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

Your principal rights under General Data Protection Regulation are:

- Right to Object. You can exercise this right if
  - Processing relies on legitimate interest
  - Processing is for scientific or historical research
  - Processing includes automated decision making and profiling
  - Processing is for direct marketing
- Right of Access.
  - You or any third party acting on your behalf with your authority may request a copy of the personal data we hold about you without charge.
  - We will ask to verify your identity or request evidence from the third party that they are acting on your behalf before releasing any personal data we hold about you.
- Right to be informed
  - We are required, to provide clear and transparent information to you about how we process your personal data. This privacy notice addresses this right
- Right to Rectification
  - If you believe the personal data we hold about you is incorrect or incomplete you have the right to correct this and you may exercise this right along with the right to restrict processing until these corrections are made
- Right to Erasure
  - If there is no legal basis or legitimate reason for processing your personal data, you may request that we erase it
- Right to Restrict Processing. You may ask us to restrict the processing of your personal data. This means we will still hold it but not process it. This is a conditional right which may only be exercised when:
  - Processing is unlawful
  - We no longer need the personal data, but it is required for a legal process

- You have exercised your right to object to processing and require processing to be halted while a decision on the request to object is made
  - If you are exercising your right to rectification
- Right to Data Portability. You can request that your personal data is transferred to another controller or processor in a machine-readable format if
  - Processing is based on consent
  - Processing is by automated means (i.e. not paper based)
  - Processing is necessary for the fulfilment of a contractual obligation

## 9. Consent

Where you have given consent for processing, or explicit consent in relation to the processing of special category data, you have the right to withdraw this consent at any time, but this will not affect the lawfulness of processing based on consent before its withdrawal.

## 10. Failure To Provide Personal Information

Where we need to collect personal data by law or in order to process your instructions or perform a contract we have with you and you fail to provide that data when requested, we may not be able to carry out your instructions or perform the contract we have or are trying to enter into with you. In this case, we may have to cancel our engagement or contract you have with us, but we will notify you if this is the case at the time.

## 11. Cookies

Our website uses cookies. Please see [our cookies policy](#) for full details of the cookies used.

## 12. Automated Decision Making

Your personal data is not used in any automated decision making (a decision made solely by automated means without any human involvement) or profiling (automated processing of personal data to evaluate certain conditions about an individual).

We do employ some profiling technologies models that help to provide us with statistical analyses of our tenants and properties. We use these analyses to assist with the management of our properties and the running of our business. Whilst the analyses derived from the profiling are automatically produced, the results of the profiling are always reviewed by a human and any actions arising from the profiling are always determined by a human.

## 13. Transfers To Third Parties

Yorkshire Housing Limited may disclose your personal data, listed in section 4 to some third parties to help us deliver our services/products. All third parties are contractually bound to

protect the personal data we provide to them. We may use several or all of the following categories of recipients:

- Business partners, suppliers, contractors for the performance of any contract we enter into with them or you
- Companies within our group where necessary for administrative purposes and to provide services to you
- Third parties that support us to provide products and services e.g. IT support, cloud based software services, providers of telecommunications equipment)
- Marketing services providers
- Payment service providers
- Recruitment service providers
- Professional advisors e.g. lawyers, auditors
- Web analytics and search engine provider to ensure the continued improvement and optimisation of our website.
- Utility companies/Council/Government for the performance of any contract we enter into with them/you or where there is a legal obligation.

#### **14. Transfers Outside Of The UK**

In this section, we provide information about the circumstances in which your personal data may be transferred and stored in countries outside the United Kingdom (UK).

We may share personal information to third parties outside of the European Economic Area (EEA). Any personal information transferred will only be processed on our instruction and we ensure that information security at the highest standard would be used to protect any personal information as required by the Data Protection laws.

Where personal data is transferred outside of the UK to a country without an adequacy decision, we will ensure appropriate safeguards are in place prior to the transfer. These could include:

- Standard Contractual Clauses
- International Data Transfer Agreement
- An exception as defined in Article 49 of the EU GDPR

For more information about transfers and safeguarding measures, please contact us using the information in section 15.

#### **15. Right to complain**

We take any complaints about our collection and use of personal information very seriously. If you think that our collection or use of personal information is unfair, misleading, or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance.

To make a complaint, please contact us via;

- Email : [Dataprotection@yorkshirehousing.co.uk](mailto:Dataprotection@yorkshirehousing.co.uk).
- By Post: Data Protection, Yorkshire Housing, The Place, 2 Central Place, Leeds, LS10 1FB
- By Phone: 03453 664 404

Alternatively, you can make a complaint to the Information Commissioner's Office:

- By Post: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- By Website: Information Commissioner's Office (ICO)
- By Phone: 0303 123 1113 (Local rate) or 01625 545 745 (National rate)

## 16. Use of Artificial Intelligence (AI)

At Yorkshire Housing, we use AI-powered tools to assist with tasks such as summarising documents, drafting content, and improving and optimising our internal processes. These tools may process personal data to perform these functions.

We ensure that any use of AI complies with data protection law, including the UK GDPR. This means:

1. We only process personal data where we have a lawful basis to do so.
2. We carry out Data Protection Impact Assessments (DPIAs) for AI-related activities to identify and mitigate risks.
3. We maintain human oversight of AI-assisted processes and do not make solely automated decisions that have legal or significant effects on individuals without appropriate safeguards.
4. We are transparent about how AI is used and the purposes for which it processes data.

You have the same rights in relation to personal data processed by AI as you do for any other processing. For more information about your rights, please see the “Your Rights” section of this notice.

## 17. Additional information

Your trust is important to us. That is why we are always available to talk with you at any time and answer any questions concerning how your data is processed.

If you have any questions that could not be answered by this privacy policy or if you wish to receive more information about any topic above, please contact our DPO and Compliance Team via email on [Dataprotection@yorkshirehousing.co.uk](mailto:Dataprotection@yorkshirehousing.co.uk).

## 18. Policy Review and Amendments

We keep this Policy under regular review. This Policy was last updated on 01/02/2026.

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information