



Property Smart London Ltd

Privacy Notice

Last updated: June 2026

Who We Are

Property Smart London Ltd provides residential letting and property management services.

For data protection purposes, Property Smart London Ltd is responsible for deciding how and why personal information is used when we act as a data controller.

Contact details

Property Smart London Ltd
Address: 189 London Road, Romford, RM7 9DD

Email: info@propertysmartlondon.com
Telephone: 01708204046
ICO Registration Number: ZC038360

Information We May Collect

Depending on your relationship with us, we may collect:

- Your name.
- Address.
- Telephone number and email address.
- Date of birth.
- Identification documents.
- Right to Rent documentation.
- Employment and income information.
- References.
- Bank and payment information.
- Tenancy information.
- Property information.

- Guarantor information.
- Deposit information.
- Communications with us.
- Information required for anti-money laundering checks where applicable.
- Other information reasonably required to provide our services or comply with the law.

Why We Use Your Information

We may use your information to:

- Respond to enquiries.
- Arrange property viewings.
- Process tenancy applications.
- Carry out tenant referencing.
- Verify identity.
- Carry out Right to Rent checks.
- Carry out anti-money laundering checks where required.
- Prepare tenancy documentation.
- Administer tenancy deposits.
- Collect and process rent.
- Manage properties.
- Arrange repairs and maintenance.
- Carry out inspections.
- Communicate with landlords, tenants and guarantors.
- Contact utility companies and local authorities where required as part of our service.
- Maintain financial and accounting records.
- Deal with complaints and disputes.
- Prevent and investigate fraud.
- Meet legal and regulatory obligations.

Our Lawful Bases

Depending on the circumstances, we process personal information because:

It is necessary for a contract

For example, to provide services under our landlord terms of business or to take steps towards or administer a tenancy.

We have a legal obligation

For example, where information is required for Right to Rent, anti-money laundering, taxation, accounting, deposit protection or other legal and regulatory requirements.

We have a legitimate interest

We may process information where reasonably necessary to operate and protect our business, properties, landlords and tenants.

This can include fraud prevention, record keeping, dealing with complaints, obtaining professional advice and recovering debts.

Where we rely on legitimate interests, we consider the impact on your privacy and your rights.

You have given consent

We will only rely on consent where this is appropriate. Where processing is based on consent, you may withdraw that consent.

Where We Obtain Your Information

We may obtain information:

- Directly from you.
- From a landlord.
- From a tenant or guarantor.
- From your previous landlord or letting agent.
- From a referencing provider.
- From publicly available records.
- Through government checking services.
- From property portals.
- From professional advisers or contractors where appropriate.

Who We May Share Information With

Where necessary, your information may be shared with:

- Landlords.
- Tenants.
- Guarantors.
- Tenant referencing providers.
- Tenancy deposit protection providers, including the Deposit Protection Service where applicable.
- Contractors and maintenance providers.
- Inventory and inspection providers.

- Utility companies.
- Local authorities.
- Accountants and professional advisers.
- Insurance providers.
- Propertymark or compliance auditors where appropriate.
- Solicitors and courts.
- Debt recovery providers.
- HMRC.
- The National Crime Agency.
- Law enforcement or regulatory bodies where legally required.

We will only disclose information which is reasonably necessary for the relevant purpose.

We do not sell your personal information.

How Long We Keep Your Information

We retain information only for as long as reasonably necessary.

Different records may have different retention periods depending on legal, contractual, taxation, regulatory, insurance and legitimate business requirements.

As a general guide, tenancy and property management records may be retained for up to six years after the relevant tenancy or business relationship ends.

AML and Right to Rent documentation will be retained for the periods required by applicable legislation.

Information relating to applications or enquiries which do not proceed will generally be kept for a shorter period unless there is a legitimate reason to retain it.

At the end of the appropriate retention period, information will be securely deleted or destroyed where it is no longer required.

Keeping Your Information Secure

We take reasonable measures to protect personal information against:

- Loss.
- Misuse.
- Unauthorised access.
- Unauthorised disclosure.
- Alteration.
- Destruction.

Access to personal information is restricted to people who reasonably require it to carry out their role.

Your Rights

Depending on the circumstances, you may have the right to:

- Ask for access to your personal information.
- Ask us to correct inaccurate information.
- Ask us to delete certain information.
- Ask us to restrict how information is used.
- Object to certain processing.
- Request transfer of certain information.
- Withdraw consent where we rely on consent.

Not all rights apply in every circumstance, particularly where we are legally required to retain or process information.

To exercise your rights, contact:

Property Smart London Ltd

Email: info@propertysmartlondon.com

Right to Object

Where we rely on legitimate interests, you have the right to object to the processing of your personal information in certain circumstances.

You also have the right to object at any time to the use of your personal information for direct marketing.

Complaints

If you have concerns about how we use your personal information, please contact us first so that we can investigate.

You also have the right to complain to the:

Information Commissioner's Office (ICO)

Information about making a complaint is available at the ICO website.

Changes to This Privacy Notice

We may update this Privacy Notice when our services, systems or legal obligations change.

The latest version will be made available by Property Smart London Ltd.