

## **Privacy Policy**

This Privacy Policy outlines how Ashrock Estates Ltd ("we," "us," or "our") collects, uses, stores, and discloses personal information obtained from users ("you" or "users") of our website [www.ashrockestates.co.uk](http://www.ashrockestates.co.uk) (the "Website"). We are committed to protecting your privacy and ensuring the security of your personal information. By accessing and using our website, you agree to the terms and conditions outlined in this Privacy Policy.

### **1. Information We Collect**

**1.1 Personal Information:** We may collect personal information that you provide to us voluntarily, such as your name, email address, phone number, and any other information you choose to provide when filling out forms or contacting us through the Website.

**1.2 Usage Data:** We may collect non-personally identifiable information about your interaction with our website, such as your IP address, browser type, referring/exit pages, and operating system. We use this information to analyse trends, administer the Website, track user movements, and gather broad demographic information for aggregate use.

### **2. Use of Information**

**2.1 Personal Information:** We may use the personal information you provide to us for the following purposes:

- To respond to your inquiries and provide you with information or services you request.
- To process transactions and fulfil any orders or requests made by you.
- To send you administrative information, updates, and communications related to our services.
- To improve our website, products, and services based on your feedback and interactions.
- To send you marketing communications about our services, promotions, or events (subject to your preferences and applicable laws).

**2.2 Usage Data:** We may use non-personally identifiable information collected from your interaction with the Website for various purposes, including improving the Website, analysing trends, and enhancing user experience.

### **3. Information Sharing and Disclosure**

**3.1 Third-Party Service Providers:** We may engage trusted third-party service providers to perform functions and services on our behalf, such as website hosting, data analysis, marketing, and customer support. These service providers may have access to your personal information only to the extent necessary to perform their functions and are obligated to maintain the confidentiality and security of your information.

**3.2 Legal Requirements:** We may disclose your personal information if required by law or in good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect and defend our rights or property, (c) prevent or investigate possible wrongdoing, or (d) act in urgent circumstances to protect the personal safety of users of the Website or the public.

#### 4. Data Security

We implement appropriate technical and organisational measures to protect the security of your personal information and ensure its confidentiality. However, please note that no method of transmission over the Internet or electronic storage is completely secure. We cannot guarantee the absolute security of your information.

#### 5. Third-Party Websites

Our website may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices or the content of such third-party websites. We encourage you to review the privacy policies of those websites before providing any personal information.

#### 6. Your Rights

You may have certain rights regarding your personal information, including the right to access, update, correct, or delete the information we hold about you. To exercise these rights or if you have any questions or concerns about our privacy practices, please contact us using the contact information provided at the end.

#### 7. GDPR Compliance

Our processing of your personal information is subject to the General Data Protection Regulation (GDPR). We process your personal information based on legitimate interests, consent, or the need to perform a contract with you. You have the right to withdraw your consent at any time. For more information about your rights under the GDPR, please refer to our GDPR Compliance Notice.

#### 8. Changes to this Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting the revised Privacy Policy on the Website. We encourage you to review this Privacy Policy periodically for any updates.

#### 9. Contact Us

If you have any questions or concerns about our Privacy Policy or our privacy practices, please contact us using the contact information below:

Ashrock Estates Ltd

Address: 26 Westgate, Monk Bretton, Barnsley, S71 2DJ

E: [info@ashrockestates.co.uk](mailto:info@ashrockestates.co.uk)

T: 0114 702 0270