

# Privacy Policy

**Velvet Key Estates Ltd**

**Last updated:** 15/01/2026

**ICO Registration Number:** ZB690819

Velvet Key Estates Ltd (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 1. Who We Are

Company name: Velvet Key Estates Ltd  
Email: info@velvetkey.co.uk

## 2. What Personal Data We Collect

We may collect personal data including names, contact details, proof of identity, financial information, referencing data, compliance records, correspondence, and other information required to provide letting and property management services.

## 3. How We Collect Personal Data

We collect data directly from you, from third parties such as referencing and AML providers, and from publicly available sources such as the Land Registry or Companies House.

## 4. Lawful Basis for Processing

We process personal data under the lawful bases of legal obligation, contractual necessity, and legitimate interests. We do not generally rely on consent for core lettings activities.

## 5. How We Use Your Data

Personal data is used to arrange lettings, manage properties, carry out referencing and compliance checks, collect rent and deposits, communicate with relevant parties, and comply with legal obligations.

## 6. Who We Share Data With

We may share data with referencing providers, deposit protection schemes, contractors, local authorities, HMRC, insurers, and professional advisers where necessary and lawful.

## 7. Data Storage and Security

We take appropriate technical and organisational measures to protect personal data, including secure systems, restricted access, and secure document storage.

## 8. How Long We Keep Data

We retain personal data only for as long as required by law and business needs. AML records are retained for 5 years, and tenancy and financial records for up to 6 years.

## 9. Your Rights

You have rights to access, correct, erase (where applicable), or object to the processing of your data, and to lodge a complaint with the Information Commissioner’s Office.

## **10. Complaints**

If you have concerns about how we handle your data, please contact us at [info@velvetkey.co.uk](mailto:info@velvetkey.co.uk). You may also complain to the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk).

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.