

SUMMARY

WHO DOES OUR CONSUMER PRIVACY POLICY APPLY TO?

Our **Consumer Privacy Policy** covers users of our consumer websites, suppliers and potential suppliers, job applicants and journalists.

If you are a customer of BonShuí operating in a business to business capacity and have a professional membership with Us, please refer to our Member Privacy Policy.

If you are an employee of BonShuí, please refer to our Employee Privacy Policy made available to you via our HRIS.

WHO WE ARE

This privacy policy covers the following company: **BonShuí Limited**, which operates the following website: www.bonshui.ai as well as our mobile application.

We provide our platform so that we can offer You the following:

- ▶ a place to advertise properties for sale and rent.
- ▶ tenant and landlord related services (e.g. referencing, insurance, credit checks etc.).
- ▶ home moving analysis e.g. (utilities, broadband etc.).
- ▶ financial services (mortgage rates in principle).
- ▶ housing market trends and historical property data.
- ▶ valuation and surveying tools.

PERSONAL DATA WE COLLECT

We collect the following categories of personal data:

- ▶ **Property data:** this includes content such as images of your property (or properties), including photos, videos and virtual tours, property asking prices, sales history and sold prices, property addresses, floor-plans, property locations and property descriptions.
- ▶ **Correspondence & enquiry data:** this includes content such as your name, email address, property address and telephone recordings.
- ▶ **Technical data:** this includes content such as your device type, IP address, web logs, usage of our site, browser type, mobile number, operating system, GPS location data, how you interact with our marketing communications.

- ▶ **Financial services data:** this includes content such as your contact and identity data, applicant data, employment data, financial data, property data, lifestyle data, mortgage in principle decision.
- ▶ **Tenant & guarantor referencing data:** this includes content such as your contact and identity and verification data, employment data, education data, financial data, property data, lifestyle data, next of kins details, references.
- ▶ **Insurance & tenant related services data:** this includes content such as your name, email address, property address, date of birth, employment history and status, health data, race or ethnicity, disclosure of unspent criminal convictions, payment details, signatures.
- ▶ **Human resource data:** this includes content such as the details contained in your CV and cover letter and references.
- ▶ **Supplier & potential supplier data:** this includes such things as your contact and identity data, PEPs and sanctions checks, criminal offence data, identity and verification data.

SOURCES OF PERSONAL DATA

We process personal data that we receive from:

- ▶ you when you get in touch with us, create and use your **My BonShuí** account, make use of our websites and services, enquire about a property or request a valuation, are or wish to become a supplier or apply for a job with us.
- ▶ our members (such as estate and letting agents) when they advertise properties on our sites or wish to conduct credit and reference checks for potential tenants and mortgage brokers when you request their assistance with a mortgage in principle.
- ▶ third parties (such as Land Registry, Land Register of Scotland, credit reference agencies, identity service providers and fraud prevention agencies).
- ▶ our partners (such as mortgage providers).
- ▶ publicly available sources (such as Companies House and the Electoral Roll).

PURPOSE AND LAWFUL BASIS

We rely on a mixture of performance of contract, legitimate interests, consent and legal obligations to process your personal data in order to:

- ▶ advertise properties on our sites.
- ▶ build property databases, valuation and surveyor tools.
- ▶ provide current and historical market and property trends.
- ▶ provide services such as:
- ▶ enabling you to enquire about property or request a property valuation.



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- ▶ tenant and guarantor referencing including credit checks.
- ▶ home related services such as a tenancy agreement, facilitating payment between our members and you, insurance and utilities.
- ▶ financial services such as mortgage calculator and apply for and receive a mortgage in principle.
- ▶ resolve any queries or complaints you may have.
- ▶ customise and enrich your experience on our sites.
- ▶ process your job application and consider you for our vacancies.
- ▶ help keep our site safe and secure.
- ▶ where you are a supplier or potential supplier, to conduct supplier due diligence and to engage in services.
- ▶ improve our sites and services and to help trouble shoot.
- ▶ monitor for quality assurance and internal training.

HOW LONG WE KEEP IT FOR

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information. In some circumstances we may anonymise your personal information so that it can no longer be associated with you.

SHARING OF YOUR PERSONAL DATA

We may share your data with the following types of companies to provide our services to you:

- ▶ our members/partners when you enquire with them via our website.
- ▶ companies in the BonShuí group, as different entities deliver different elements of the service.
- ▶ law enforcement, fraud prevention agencies and credit reference agencies.
- ▶ service providers we use to help us deliver our services and sites (e.g. telephony, customer CRM systems, IT providers, ID and verification providers etc).

STORING YOUR PERSONAL DATA

We predominantly store and process your personal data in the European Economic Area (EEA). However, in some circumstances it may be transferred to, stored or accessed outside the EEA. As such we will ensure we have appropriate safeguards and security measures in place to protect your data.

PROFILING & AUTOMATED DECISION MAKING

We may profile your activity on our sites, and platforms to help us better understand your needs and home moving stage so that we can customise your experience on our sites, suggest services that may be of interest to you, tailor our communications with you and to identify opportunities to improve training and insights with us and our members. We do not make automated decisions which will have a legal or similar effect on you. The mortgage lenders we work with use automated decision making to assess your mortgage in principle applications based on the information you provided them.

You can always object to profiling by emailing us at: dpo@bonshui.ai.

The mortgage lenders we work with use automated decision making to assess your mortgage in principle applications based on the information you provided them.

THE USE OF ARTIFICIAL INTELLIGENCE (AI) AND AUGMENTED REALITY (AR)

We use AI, machine learning models, AR and other similar mature and nascent technology to help us analyse trends, improve our platforms and services, enhance our customer services, better understand your needs, provide you a more customised experience on our platforms and to improve our communications with you.

We do not use either AI or AR to make any automated decisions which will have a legal or similar effect on You.

YOUR RIGHTS

You can exercise any of your rights (right to access, rectification, erasures object or restrict processing, request that we transfer your data to another data controller, or withdraw consent where you have given us consent in the past) by contacting us at: dpo@bonshui.ai or by writing to the Data Protection Officer, **BonShuí Limited**, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom.

We will require proof of ID to confirm your identity.



DIRECT MARKETING

If you have given us permission, we'll send you marketing messages either directly from us or on behalf of our members or partners. We will customise our communications with you based on your use of our platforms. You are in control and can opt out of direct marketing at any time by contacting us or updating your preferences.

CONTACTING US

If you have any questions about this policy, how we use your personal data, wish to exercise any of your rights, or want to report a suspected breach of your personal data, please contact us at dpo@bonshui.ai or alternatively you can write to the Data Protection Officer, **BonShui Limited**, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom.