

# PerchPeek - Privacy Policy

## Who we are

We are PerchPeek Limited (company number 10829934) and our address is 288 Bishopsgate, London, England, EC2M 4QP (referred to as "PerchPeek", "we" or "us" or "our"). We are the providers of the website [www.perchpeek.com](http://www.perchpeek.com) (referred to as the "Site"). Our VAT number is 290724886. We are registered as a Data Controller with the Information Commissioner's Office with registration number ZA319311 .

A reference to "you" or "your" is a reference to a user of the Site or any of our services.

## What Personal Data do we collect about you?

We may collect and process the following information about you:

### Information you provide to us.

We ask for and collect the following personal information about you when you use the PerchPeek Platform. This information is necessary for the adequate performance of services between you and us and to allow us to comply with our legal obligations. Without it, we may not be able to provide you with all the requested services

- **Account Information.** When you sign up for a PerchPeek Account, we require certain information such as your first name, last name and email address
- **Profile and Listing Information.** To use certain features of the PerchPeek Platform (such as booking or creating a Listing), we may ask you to provide additional information, which may include your address, phone number, and a profile picture.
- **Identity Verification Information.** To help create and maintain a trusted environment, we may collect identity verification information (such as images of driving licence, passport) or other authentication information.
- **Payment Information.** To use certain features of the PerchPeek Platform (such as making an offer), we may require you to provide certain financial information (like your bank account or credit card information) in order to facilitate the processing of payments.
- **Communications with PerchPeek and other Members.** When you communicate with PerchPeek or use the PerchPeek Platform to communicate with other Members, we collect information about your communication and any information you choose to provide.
- **Other Information.** You may otherwise choose to provide us information when you fill in a form, conduct a search, update or add information to your PerchPeek Account,

respond to surveys, participate in promotions, or use other features of the PerchPeek Platform.

## Information we collect about you.

When you visit our Site we may automatically collect information, including personal information, about the services you use and how you use them.

- **Usage Information:** We collect information about your interactions with the PerchPeek Platform such as the pages or content you view, your searches for Listings, Listings you favourite or archive, and other actions on the PerchPeek Platform.
- **Log Data and Device Information:** We automatically collect log data and device information when you access and use the PerchPeek Platform, even if you have not created a PerchPeek Account or logged in. That information includes, among other things: details about how you've used the PerchPeek Platform (including if you clicked on links to third party applications), IP address, access dates and times, hardware and software information, device information, device event information, unique identifiers, crash data, cookie data, and the pages you've viewed or engaged with before or after using the PerchPeek Platform.

## Information we receive from other sources.

PerchPeek may collect information, including personal information, that others provide about you when they use the PerchPeek platform, or obtain information from other sources and combine that with information we collect through the PerchPeek Platform. We do not control, supervise or respond for how the third parties providing your information process your personal data, and any information request regarding the disclosure of your personal information to us should be directed to such third parties.

- **Third Party Services.** If you link, connect, or login to your PerchPeek Account with a third party service (e.g. LinkedIn, Facebook), the third party service may send us information such as your registration and profile information from that service. This information varies and is controlled by that service or as authorised by you via your privacy settings at that service.
- **Your references & reviews.** If someone has written a reference or review for you, it will be published on your PerchPeek public profile page with your consent.
- **Background Information.** PerchPeek may obtain reference checks from external providers based on information provided by yourselves, such as your Full name, Profession and Date of Birth.
- **Other Sources.** To the extent permitted by law, we may receive additional information about you, such as demographic data or fraud detection information, from third party service providers and/or partners, and combine it with information we have about you. For example, we may receive background check results (with your consent where required) or fraud

warnings from service providers like identity verification services for our fraud prevention and risk assessment efforts.

## What do we do with your Personal Data?

### Primary Uses

This section of the Policy describes the things that we do with your data which relate directly to your use of the Site and our services. They are the things that we hope you would expect us to do with your information. We will use your information:

- to provide the services available on our Site to you;
- to improve the quality of search results over time
- to enable you to communicate with other members
- to create documents relevant to the Rental Process (such as tenancy agreements)
- to provide services and information to third parties and our members, which they can use to benchmark their performance;
- to allow you to participate in the interactive services available on our Site or to participate in competitions or promotions via our Site;
- to provide Customer Service
- to enforce our Terms of Use;
- to contact you for your views on our services and to notify you occasionally about important changes to our Terms of Use or this Policy or developments to this Site or our services; and
- to deliver relevant advertising to you whilst you are on the Site.

### Marketing

Sometimes we may use your personal information to provide marketing messages to you or allow us or third parties to communicate with you on third party services. We will always seek your consent before doing so and you can opt out of marketing and other communications at any time by contacting us at [info@perchpeek.com](mailto:info@perchpeek.com). You can always make use of the Site without having to agree to marketing. The types of things that we may do include:

- providing direct marketing advertisements and communications to you via email, text, post or telephone or via our selected third parties;
- making suggestions and recommendations to you and other users of our Site about goods or services that may interest you or them;
- communicating with you on third party social media platforms and sharing your information with that social media platform;
- providing your information to selected third parties that we believe may be able to offer you goods or services that are of interest so that they can contact you about their goods and services; and

- monitoring the effectiveness of our direct marketing communications and your responses to it.

## Technical Uses

This section of the Policy describes the things that we do with your data that arise from our monitoring of the Site and the collection of your information whilst using the Site. We may use this information:

- to identify patterns that we can use in our marketing strategy and to help us develop, administer, support and improve our services and features and adverts;
- to identify patterns that we can use to improve our internal algorithms for recommending products;
- to conduct reviews that assist us in the improvement and optimisation of our Site;
- to ensure that content from our Site is presented in the most effective manner for you and for your computer;
- to administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes; and
- as part of our efforts to keep our Site safe and secure.

We may combine technical information with other information that we have about you to help us with our processing of your information as described in this Policy.

## Who has access to your Personal Data?

### With Your Consent

Where you have provided consent, we share your information, including personal information, as described at the time of consent, such as when you authorise a third party application or website to access your PerchPeek Account.

### Sharing between Members

To help facilitate viewings, offers or other interactions between Members, we may need to share certain information, including personal information, with other Members, as it is necessary for the adequate performance of the contract between you and us, as follows:

### Profiles, Listings, and other Public Information

The PerchPeek Platform lets you publish information, including personal information, that is visible to the general public. For example:

- Parts of your public profile page, such as your first name and your description are publicly visible to others.
- Listing pages are publicly visible and include information such as the property's approximate location or precise location, Listing description, calendar availability, your public profile photo, aggregated demand information (like page views over a period of time), and any additional information you choose to share.
- Tenants and Landlords may write Reviews and rate each other. Reviews and Ratings are a part of your public profile page and may also be surfaced elsewhere on the PerchPeek Platform (such as the Listing page).

Based on our legitimate interest to promote the PerchPeek Platform we may display parts of the PerchPeek Platform (e.g. your Listing page) on sites operated by PerchPeek's business partners, using technologies such as widgets or APIs. If your Listings are displayed on a partner's site, information from your public profile page may also be displayed.

## Compliance with Law, Responding to Legal Requests, Preventing Harm and Protection of our Rights

PerchPeek may disclose your information, including personal information, to courts, law enforcement or governmental authorities, or authorised third parties, if and to the extent we are required or permitted to do so by law or if such disclosure is reasonably necessary: (i) comply with our legal obligations, (ii) to comply with legal process and to respond to claims asserted against PerchPeek, (iii) to respond to verified requests relating to a criminal investigation or alleged or suspected illegal activity or any other activity that may expose us, you, or any other of our users to legal liability, (iv) to enforce and administer our Terms of Service, the Payment Terms or other agreements with Members, or (v) to protect the rights, property or personal safety of PerchPeek, its employees, its Members, or members of the public.

## Service Providers

PerchPeek uses a variety of third party service providers to help us provide services related to the PerchPeek Platform and the Payment Services. Service providers may be located inside or outside of the European Economic Area ("**EEA**").

PerchPeek will need to share your information, including personal information, in order to ensure the adequate performance of our contract with you.

## Social Media Platforms

Where permissible according to applicable law we may use certain limited personal information about you, such as your email address, to hash it and to share it with social media platforms, such as Facebook or Google, to generate leads, drive traffic to our websites or otherwise promote our products and services on the PerchPeek Platform. These processing activities are based on our

legitimate interest in undertaking marketing activities to offer you products or services that may be in your interest.

The social media platforms with which we may share your personal data are not controlled or supervised by PerchPeek. Therefore, any questions regarding how your social media platform service provider processes your personal data should be directed to such provider.

Please note that you may, at any time ask PerchPeek to cease processing your data for these direct marketing purposes by sending an e-mail to [info@perchpeek.com](mailto:info@perchpeek.com).

## Where do we store your Personal Data?

The information that we collect from you may be transferred to, and stored, in a country outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. The laws in some countries may not provide as much legal protection for your information as in the EEA. By submitting your information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## Your Rights

You have the right to ask us not to process your personal information for marketing purposes. You can exercise your right to prevent such processing by checking or unchecking certain boxes on the forms we use to collect your data, unsubscribing via any marketing emails we send or amending your details in your profile.

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers, affiliates or other third parties. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal information to these websites.

## Cookies & Tracking

Like many websites, we use "cookies" to enable us to personalise your visits to our Site, simplify the signing-in procedure, keep track of your preferences and to track the usage of our Site.

## Changes to this Policy

Any changes we may make to this Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to this Policy.