

GDPR Matrix	Personal information usually required for a property transaction	Why ashtons hold this information and for how long	Who we receive information from	Where we store your information	Who we share some or all of your information with	Marketing communication	Ability to opt-out of all communication	Ability to have data removed from system
Property Buyer	Name / address Financial info Contact numbers E-mail addresses IP address Address ID / photo ID Signature Limited health data Proof of funds	To comply with money laundering regulations Five years after the date of the final transaction	The client Money laundering checks Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Property portals	Paper files locked in cabinets in alarmed offices Password protected Computer system	Software providers IT support providers Money laundering checks Website / digital agency Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Removal companies The Property Ombudsman	Cross marketing properties Newsletters Promotions	Yes	Yes

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Property seller	Name / address Financial info Contact numbers E-mail addresses IP address Address ID / photo ID Signature	To comply with money laundering regulations Five years after the date of the final transaction	The client Money laundering checks Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Property portals	Paper files locked in cabinets in alarmed offices Password protected Computer system	Software providers IT support providers Money laundering checks Website / digital agency Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Debt collections agency EPC provider Removal companies The Property Ombudsman	Cross marketing properties Newsletters Promotions	Yes	Yes

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Lettings Tenant	Name / address Financial info Contact numbers E-mail addresses IP address Address ID / photo ID Signature Tenancy referencing Smoker Any pets Limited health data Proof of funds Salary information Age of dependants	To comply with money laundering regulations Five years after the date of the final transaction	The client Money laundering checks Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Property portals	Paper files locked in cabinets in alarmed offices Password protected Computer system	Software providers IT support providers Money laundering checks Website / digital agency Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Debt collections agency Referencing company Inventory company Removal companies Tenancy Deposit Scheme The Property Ombudsman	Cross marketing properties Newsletters Promotions	Yes	Yes

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Lettings Landlord	Name / address Financial info Contact numbers E-mail addresses IP address Address ID / photo ID Signature	To comply with money laundering regulations Five years after the date of the final transaction	The client Money laundering checks Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Property portals	Paper files locked in cabinets in alarmed offices Password protected Computer system	Software providers IT support providers Money laundering checks Website / digital agency Solicitors Financial services Relocation services Surveyors / architects Governing bodies regulating compliance Debt collections agency EPC provider Referencing company Inventory company Removal companies Tenancy Deposit Scheme The Property Ombudsman	Cross marketing properties Newsletters Promotions	Yes	Yes