



Privacy Policy

November 2025

Privacy Policy



We wanted to be the pioneers of property solutions

This privacy policy sets out how Intelligent Service Group Limited (ISG) trading as iamproperty (“our” or “us”) and its Group will use and protect any information you provide us when you use our “websites”.

We are committed to ensuring that privacy is protected, and should we ask you to provide certain information by which an individual can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy policy.

Please read the following carefully to understand our views and practices regarding personal data and how we will treat it.

For the purpose of the Data Protection Act 2018, the data controller is Intelligent Services Group Limited, 6th Floor, Arden House, Regent Centre, Gosforth, Newcastle upon Tyne, NE3 3LU.

We may change this policy from time to time by updating this page and you should check this page from time to time to ensure that you are happy with any changes.

This policy was last updated on November 2025.

What data we collect

- The following data is collected either through submission of data by yourself from your device or through activity you carry out on the website.
- Full name and date of birth
- Full address and postcode
- Job Title/Profession
- Information in relation to the property being sold or purchased
- Reasons for selling or buying property
- If looking to purchase property, we are required to establish your source of funds
- Contact information including telephone numbers and an email address
- Information that you provide by filing in forms on our website. This includes information provided at the time of registering to use our website, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you report a problem with our website.
- If you contact us, we may keep a record of that correspondence.
- IP Address
- Details of your visits to our website and the resources that you access.

Why we collect this information, and how we use it

When provided with this information, we will use it in different ways – particularly for the following:

- To establish identity and carry out the anti-money laundering checks as required under The Money Laundering and Terrorist Financing (Amendment) Regulations 2019. For this purpose, we will share client’s personal information with our referencing provider Credas®, and/or Solicitors. This is necessary for the purposes of our legitimate interests in ensuring we, and our clients are not the victim of fraud and to protect our legal rights.
- Where you are the vendor of a property that we are marketing, for the purpose of effectively marketing your property and subsequently progressing the transaction (upon successful sale).
- We use relevant personal information (including, but not limited to, name, address, and date of birth) to enable us to complete a transaction with you.
- This information may be required to be passed on to third parties such as Solicitors, Surveyors, and Financial Advisors.
- Where you are an interested party or a bidder, for the purpose of keeping you fully informed in relation to the property prior to bidding. If you are subsequently a successful bidder, we will use

relevant personal information (including, but not limited to, your name, address, and date of birth) to enable us to complete a transaction with you. This information may be required to be passed on to third parties such as Solicitors, Surveyors, and Financial Advisors.

- To allow you to participate in interactive features of our service(s) when you choose to do so.
- To ensure that content from our website is presented in the most effective manner for you and your device. We may alter the way the website works to improve and/or enhance the information displayed to you, or to optimise the way you interact with the website. We may show personalised content based upon your preferences and/or previous interactions with the website.
- Internal record keeping.
- To improve our products and services. We use your personal information to allow us to understand your individual requirements and personalise the properties and/or services we offer you.
- For the provision of customer support. If you contact our team, or vice versa, we will use personal information such as your email address, phone number and residential address as well as your contact history to provide you with the best service possible.
- With separate consent, we may send promotional emails, post and/or SMS messages about new products, special offers or other information which we think you may find interesting using the email address and mobile phone number which you have provided.
- With separate consent, we may notify you about changes to our service that we think may be of interest to you via email, post and/or SMS messages.
- With separate consent, we may use your information to contact you for market research purposes either by email, phone, or mail.

In all instances, we will only process personal information in this way if it is necessary for the performance of a contract, you have requested us to do so or if it is required for us to comply with any legal obligations.

We will never process your data for anything other than legitimate interest in ensuring that we can provide the best service possible or providing you with information that may be of interest to you.

How data is stored

Data is stored within electronic systems accessed by employees of Intelligent Services Group Ltd. Where employees from either company does have access to this data, it is done so on a restricted basis with personally identifiable information excluded where possible. Where you are a vendor, limited access to your data is also given to your Estate Agent.

Limited access to your data is also given to third parties where you have said that we can share your data with them.

All electronically accessible information is stored in the UK on secure (password and firewall protected) servers.

All electronic transactions and data transmissions between your device and our website will be encrypted using industry-standard SSL (Secure Socket Layer) technology; and our website has an SSL certificate.

Please note that unfortunately, the transmission of information via the internet is not completely secure and so we cannot guarantee the security of any data sent over the internet between your device and our website. Any such data transmission is at your own risk.

Paper copies of your data may also be stored securely and accessed by employees of Intelligent Service Group Limited.

All paper-based information is securely stored in the UK.

The data that we collect from you may be transferred to, and stored at, a destination 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 or contractors. Where this is the case, we will minimise data accessible as much as possible to only what is needed.

Security

We are committed to ensuring that information provided is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect.

IP Addresses

We may collect information about your device, including where available your IP address, operating system, and browser type, for system administration.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

How we use cookies

A cookie is a text file containing small pieces of data unique to your device. These allow us to identify your device and respond to you as an individual, whilst you use our website. We use cookies in the following scenarios:

Personalisation

We may tailor your experience of our website, based on your previous usage or preferences that have been set for or by you.

- These will be cookies from ourselves.
- These are not required for the critical operation of our website.

Session Management

If you login to a restricted area of our website, we will use cookies so that we know who is logged in and to prevent you from having to login again within a short period of time.

In some instances, we may associate your previous usage of our website, with your user account, so that we can better tailor our service and website to you.

- These will be cookies from ourselves.
- These are required for the critical operation of our website, but only once you have logged in.

Website Functionality

In some instances, functionality on our website, may require cookies to be placed on your device in order to work correctly. This may include (but is not limited to) functionality such as making payments, viewing videos, or sharing content on social media.

- These will sometimes, but not always, be cookies from third parties.
- In some instances, these are required for the critical operation of our website.
- Where they are not, we will use the criteria outlined in the Your Cookie Preferences section, to decide whether to show or hide content, and/or remove functionality.

Site Usage

We may track and analyse your usage of the website in order to understand content that is of interest to customers or provide more relevant content in the future. Data that is provided to use as part of analytics cookies may include (but is not limited to) your IP address, and information about your browser, device, location, demographic, and interests.

- These will be cookies from a third party, as we use a third-party tool to carry out this analysis.

- The third-party tool removes personally identifiable information, as soon as possible, before analysis.
- These are not required for the critical operation of our website.

Website Performance

We regularly monitor the performance of our website, so that we can identify problems and fix them as quickly as possible. In order to do this, we collect information about your browser, device, location, and (if you're logged in) some of your account details, so that we can quickly replicate and respond to these issues.

- These will be cookies from a third party, as we use a third-party tool to carry out this monitoring.
- These are required for the critical operation of our website.

Website Enhancement

We want to provide the best possible experience when you use our website. In order to do so, on occasion, we may use third party software, to anonymously collect information relating to your interactions with our website. This allows us to make informed decisions on improvements to our website, products, and services.

- These will be cookies from a third party, as we use a third-party tool to review your interactions.
- These are not required for the critical operation of our website.

Your Cookie Preferences

Where we use cookies, we will not automatically place them onto your device, unless:

- You have explicitly agreed to the use of cookies; or
- The cookies are required for the critical operation of the website (see How we use cookies); or
- You are not personally identifiable at point of data usage by us.

If a cookie does not satisfy the criteria above, we will advise you that there is content or functionality that has been redacted, however, you may be unable to use that area of the website fully.

You can usually delete cookies from your device at any time. See your browser settings for this.

Disclosure of Personal Information

We may disclose client's personal information to any member of our Group, which means our subsidiaries as defined in section 1159 of the UK Companies Act 2006. We may also disclose individual's personal information to third parties:

- If all or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of the Intelligent Service Group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Controlling Your Personal Information

Individuals have the right not to have their personal data used for marketing purposes and we will always seek consent, before collecting data if we intend to use it for such purposes or if we intend to disclose this information to any third party for such purposes.

Your information will not be used for marketing purposes, other than for the services of the iamproperty group of companies. Your information will not be shared with companies outside of the iamproperty group, without obtaining your prior, separate, consent.

Should you choose to restrict the collection or use of your personal information, you may do so in the following ways:

- Where you are asked to fill in a form on the website you will be asked to “opt in” where you wish for your information to be used for marketing purposes.
- We will not sell, distribute, or lease your personal information to third parties unless we have your permission or we are required by law to do so.
- As part of our complete auction service offering, we may discuss services from our sister companies or third parties which may be of interest to you. However, your personal information will not be provided to these parties without your prior consent.
- You may change your preferences for the type of marketing content you wish to receive as well as the methods you wish to receive marketing correspondence from us. For example: via email, SMS text message, post, or phone call.
- You may retract previously given consent to your data being used for direct marketing purposes at any time by writing to or emailing us at enquiries@iamproperty.com

Individuals Data Rights

Under the Data Protection Act 2018, individuals have the following rights in relation to the use of their personal information:

The Right to be Informed: In relation to how and why your personal data is used

The Right of Access: To personal information held about you (See “Right to Access”)

The Right to Rectification: The correction of personal data that is held about you.

The Right to Erasure: To request your data is deleted (See “Right to Erasure”)

The Right to Restrict Processing: Whilst there is an ongoing dispute

The Right to Data Portability: To transfer your personal information to another provider

The Right to Object: To your data being used without consent, such as for marketing

The Right to Complain: To the supervisory authority in relation to how your data is used

Rights in relation to automated decision making/profiling. The client may request a human review.

Right to Access

To receive a copy of personal information that is held about you, we will require 2x certified identification documents to be provided with your request. The request can be made in writing by letter or by email to the **Data Protection Officer**. The Data Protection Officer will respond to the request within 30 days of the date the request and suitable identification is received.

We reserve the right to refuse requests that are manifestly unfounded or excessive and should a request be refused you will be advised as to the reasons why.

Where a request is refused, you may refer the matter to the Property Ombudsman (or in the case of Medway Law, to the Council for Licensed Conveyancers) and we will provide you with the information needed to allow you to do so.

Right to Erasure

Individuals have the right to request that their personal data is erased, and we will action any request provided there is not a lawful reason not to do so. When a request is received, we will provide a date in which the data will be erased. The request can be made in writing by letter or by email to the Data Protection Officer.

Until such date, we will limit the processing that we carry out using the data in order to minimise impact and the data will not be shared during this time, unless there is a legal or lawful requirement for us to do so.

Exercising Your Rights

Where an individual wishes to exercise their rights as detailed in "Individuals Data Rights" they should contact the **Data Protection Officer either by post to Data Protection Officer. iamproperty. 6 Floor Arden House. Regent Centre, Gosforth, Newcastle upon Tyne. NE3 3LU** or email to **dpo@iamproperty.com**

Personal Data Breaches

In order to comply with applicable law, we have implemented procedures to detect, report and investigate personal data breaches. A data breach is defined by the Information Commissioner's Office (ICO) as;

"A breach of security leading to the destruction, loss, alteration, unauthorised disclosure or, or access to, personal data."

The ICO will be informed of any data breaches which present a high risk to our clients and customer's rights and freedoms and in line with applicable law, a notifiable breach will be reported within 72 hours of us becoming aware of it. The individual(s) involved will also be informed.

IAM-Sold Ltd ICO registration: ZA2347107

Intelligent Services Group ICO registration: ZA248040

Medway Law ICO registration: ZA082385

The Conveyancing Partnership ICO registration: ZA140639

Should you have any questions

Any questions, comments regarding this privacy policy are welcomed and should be addressed to **The Data Protection Officer, iamproperty. 6 Floor, Arden House, Regent Centre, Gosforth, Newcastle upon Tyne, NE3 3LU.**

Newcastle Office

Floor 6, Arden House,
Regent Centre, Gosforth,
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