

## Privacy Notice for Tenants, Residents, Guarantors and Landlord Clients

Please read this privacy notice carefully as it sets out how, Broadgate Residential Investments (BRI) trading as Cloud Student Homes ('Cloud Student Homes') uses your personal information. If you have any questions about this privacy notice or do not agree with it, please contact us at [info@cloudstudenthomes.co.uk](mailto:info@cloudstudenthomes.co.uk), call us at +44 0330 053 5701 or Old Fire Station, Salt Lane, Salisbury, SP1 1DU. Our website terms of use explain the terms on which you are allowed to use our website [www.cloudstudenthomes.co.uk](http://www.cloudstudenthomes.co.uk) which provides a gateway to our products and services, as well as lots of other useful information.

Cloud Student Homes (the 'Agent', 'we' or 'us;') let and manage student accommodation across the UK throughout various University cities

We may change this privacy notice from time to time by updating this page and informing you that it has occurred.

Cloud Student Homes is a data controller, this means that we collect and process certain data about you. The way in which we collect and process this data is outline in the Privacy Policy below.

The purpose of the data collection is to provide rental accommodation. The processing of tenants, residents, guarantors and landlords is detailed further in the Privacy Policy for both before the commencement of the tenancy, and after.

### 1. Data Protection Principles

The Agent complies with the General Data Protection Regulation (2016/679) and the UK Data Protection Act 2018. This means that the personal information we hold about you must be:

- Used lawfully, fairly and in a transparent way;
- Collected only for valid purposes that we have explained to you clearly and not used in any way that is incompatible with these purposes;
- Relevant to the purposes we have told you about and limited to those purposes only;
- Accurate and kept up to date;
- Kept only for such time as is necessary for the purposes we have told you about; and
- Kept securely.

### 2. What information do we collect?

The Agent collects and processes a range of personal information (personal data) about you. Different information may be collected from you depending on whether you are a tenant, resident, guarantor or landlord client.

The information we may collect is as follows;

- Identity and personal contact details, such as your name, title, address, email address, telephone number, date of birth, national insurance number. We use this information to help identify you and verify who you are, which is necessary when arranging a letting on your behalf.
- Background information such as previous landlord details, employer details, accountant details, next of kin, dependants and emergency contacts. We use this information to provide our service to you (i.e. arranging lettings) and to verify who you are.
- Bank account details, bank references and credit check results. We use this information to collect payment from you or send payments to you, in relation to lettings, and also to verify your ability to pay.
- Tenancy details including renewals, joint tenants, other residents and guarantors. We use this information to arrange a letting for you
- Tenancy deposit information (if any) including return on tenancy termination. We use this information to fulfil our contract with you, i.e. to ensure your deposit is kept securely and returned, where appropriate.
- Immigration/right to rent checks (*England only where applicable*). We use this information to comply with our legal obligations.
- Recovery of arrears, claims or possession proceedings. We use this information to ensure that you are complying with applicable law when letting a property.
- Breach of tenancy terms/complaints. We use this information to provide our landlord clients with a service, which is to ensure they are kept updated on the properties they are letting.
- Council Tax and utilities records. We use this information to provide our landlord clients with a service, which is to ensure they are kept updated on the properties they are letting, and to ensure that all property bills are paid in a timely manner.

- Notices and correspondence regarding termination of tenancy. We use this information to liaise with you regarding your tenancy.
- General correspondence in all formats (letters, emails, text messages etc). We use this information to liaise with you regarding your tenancy.
- Data sent from web browser to the Agent's server (including pages visited and time and date and duration on the Agent's server). We use this information to improve your experience on our website.
- For landlord clients, proof of ownership. We use this information to identify you and verify you are the owner of the property we will let on your behalf.
- For landlord clients: property portfolio details, including insurance information, health and safety documents, licence applications, lender restrictions, accounting and letting management records, NRL numbers. We use this information to comply with our legal obligations.
- We may utilise your data to meet our obligations under your lease to management companies and freeholders

Special category of personal data may be requested and this includes;

- Information relating about a disability or ability to evacuate a property safely, including whether you have a disability for which the Agent needs to either make adaptations or provide a PEEP plan for a safe evacuation

When you use this website, please bear in mind that we may record:

- the areas of the website that you visit;
- your activity on the website, such as properties viewed, and any information you provide to us; and
- information about your computer, such as which browser you are using, your network location, the type of connection you are using (e.g. broadband, ADSL etc) and your IP address.
- We do this by using cookies. See our Cookies Policy for more information on what a cookie is and how we use them on our website. A cookie is a small text file which is placed onto your computer (or other electronic device) when you use our website.
- Once you register or log in or submit information, such as asking a question or complaint, or booking a room or requesting a tour, through our website we will know who you are and your activities on this website and information about you may be recorded on our systems.
- For example, we may ask for the following information when you submit an online enquiry, or buy our products/services:
  - [your name];
  - [email address];
  - [postal address];
  - [telephone number];
  - [country where you are based or purchasing our products/services from];
  - [your comments/questions]; and
  - [the products/services you are interested in]

### **3. What Information do you collect from me aside from the website?**

We collect information relating to our residents, potential residents, their guarantors, visitors to the premises and suppliers/clients;

The information that we may collect from you includes;

- Your name
- Contact Details
- Postal Address
- Date of Birth
- Gender/Self Described Description
- Identification
- Nationality
- Marital status
- Emergency contact (next of kin or information provided by tenant)
- Visa/UK entitlement status
- Identification documentation
- University Course information (course, year of study etc)
- Student ID Number/Identifier

- Preferences – you may be asked to provide general preferences for your living request (these preferences are not guaranteed however will be used to attempt to provide shared preferences). The preferences are provided either directly from the tenant or by third party agents (where provided to them directly)

All of our properties have internal and external CCTV cameras, and will document you within/around the property. Cloud Student Homes uses CCTV to monitor deter and investigate criminal activity and will provide to Police Agencies upon request.

At some of our locations we have electronic fob entry systems for both building entry and/or bedroom access. These are installed to allow you safe and secure access to your accommodations.

In some cases, the Agent collects data about you from third parties such as;

- References provided by credit/reference checks, including from previous landlords or employers
- Other tenants, residents or referral
- Guarantors
- Local authorities or Universities
- The police or other law enforcement agencies
- Letting/managing agents
- Websites or online rental portals where the Agent advertises the accommodation

#### 4. **What do we do with the information we collect?**

The main reason we use this information is to provide you with the website and our products and services (whether available via the website or offline) or to process contracts or to conduct legitimate business interests. Situations whereby your data will be processed by the Agent includes;

- To verify the identity of a proposed tenant/resident;
- To decide on the suitability of a proposed tenant/resident;
- To arrange lettings;
- To assess the financial standing/suitability of a proposed tenant/resident/guarantor
- To check immigration status/right to rent;
- To deal with joint tenants and residents who are linked to the tenancy;
- To enter into a tenancy agreement;
- To secure payment of rent and performance of tenant obligations;
- To collect rent and other payments;
- To manage the tenancy and the property;
- To arrange an energy performance certificate;
- To arrange an inventory check or report on the condition of the property;
- To keep accurate records relating to the Agent's rental business;
- To arrange repairs and maintenance of the property;
- To monitor and enforce performance of tenant's obligations;
- To recover debts and/or obtain possession of a property;
- To ensure Council Tax and utilities charges are billed and paid appropriately;
- To handle tenancy termination and the return of any tenancy deposit;
- To handle complaints;
- To address health and disability issues relating to tenants/residents;
- To create and keep audio and CCTV recordings;
- To provide information to public or local authorities who are legally entitled to require this information;
- To contact next of kin or close relatives in case of emergency;
- To store emails, records of calls and other communications;
- To comply with legal and regulatory requirements;
- To bring and defend legal claims;
- To prevent, detect and investigate crime and anti-social behaviour;
- To perform our tenancy contract to deal with joint tenants and residents who are linked to the tenancy;
- To take payment for the services provided by the Agent;
- To perform our terms of business with a landlord client; and
- To provide you with general updates in relation to the property market and information relating to the Agent's services in accordance with your express consent.

We also use the information for:

- [internal record keeping;]
- [product and service development;]
- [developing our website;]
- [answering your queries or complaints;]
- [market research; and]
- [marketing our own products and services to you.]

## Marketing

We would like to provide you with information about the Agents products and services, and other information to which we think you may find interesting. We may send you such information by post, email and/or telephone unless you have asked us not to do so.

If you are a customer of ours or you have previously asked us for information on our products and services, we may send you information by email. However, in every marketing email message we send you we will give you the opportunity to unsubscribe from our mailings altogether.

We do not provide your personal information to external organisations for marketing purposes without your explicit consent. We may, however, on occasion provide your details to parties with whom we collaborate (such as StuRents, Sales Force, chosen merchants, selected service providers and retailers) to provide you with our products and services.

If at any time you do not want your information used for direct marketing purposes please contact us at [info@cloudstudenthomes.co.uk](mailto:info@cloudstudenthomes.co.uk). If you decide that you no longer wish to receive marketing emails from us, please either follow the unsubscribe link in one of our marketing email messages or contact us at [info@cloudstudenthomes.co.uk](mailto:info@cloudstudenthomes.co.uk)

## 5. Who do we share this information with?

In order to provide the appropriate services as an agent to your Landlord, and within the conditions for processing of personal data under legislation, we may share your information with selected third parties, and this may include;

- Tenancy portal for the processing of your AST, this is a secure portal that stores your personal information and controlled by password input for authorised users only
- Parcel collections/tracking and logging. In order to provide secure collections and notifications your name, email address and room number will be processed.
- Where the Agent has a legal or regulatory obligation to provide information, including local Council's to confirm Council Tax exemptions and Electoral Roll
- Where the Agent has a legal or regulatory responsibility to provide information to a Block Management Company (where the Agent is not responsible for the block), in line with the requirements of the Building Safety Act 2022
- If the Tenant fails to pay rent, and in line with the Agents Debt Process the guarantor will be contacted from Stage 2 (in line with guarantor Agreement for the outstanding rental payment)
- Where required during legal proceedings (including to a debt collection agency appointed by the Agent, and legal counsel appointed by the Agent)
- With Emergency Contact/Next of Kin provided by the tenant during an emergency/concern for the welfare of the tenant, and can include severe disciplinary action
- Change of Landlord/Agent. Where your room/property has been sold (or in the process of sale) and transferred to a new Landlord or Landlord's Agent your details will be transferred for the continuation of your tenancy. Information relating to your rent, payment status and AST may be provided to potential buyers, their solicitors or managing agents
- In support of the Public Health England (PHE) in matters including a pandemic or outbreak in the property, and further institutional agencies as advised by the PHE to manage such an outbreak
- The Police or other law enforcement agencies where requested, and to support any anti-social behaviour plans in force
- Reference requests for continued letting
- Landlord client information with the tenant/resident or guarantor

We will only share personal information where it is necessary, proportionate and where we have a lawful basis to do so

For tenants, residents, and guarantors, the Agent may share personal information with the landlord client (or their representative), if it is necessary to provide the service to the landlord client and fulfil the Agents obligations of service. Details of personal information shared is available on request

You should be aware that the Agent may process your personal information without your knowledge or consent where this is required or permitted by law

## **6. Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures where relevant to safeguard and secure the information we collect, including locked cabinets and electronic password protection.

If at any point you suspect or become aware of a security incident (e.g. your password for accessing your registered account on this website is stolen or you receive suspicious communication from someone holding themselves out to be a Cloud Student Homes employee or from a dupe website claiming to be affiliated with Cloud Student Homes), please forward the communication to us or report the incident by email to [info@cloudstudenthomes.co.uk](mailto:info@cloudstudenthomes.co.uk) as soon as possible.

## **7. Social Events**

During social events provided by Cloud (or our representatives) photos may be taken and then posted to social media platforms and added to our tenancy portal via the MyCloudStudent app.

If you do not wish to have your photo taken or added to either platform, then please complete the form using the [link](#) provided.

## **8. Linking to other websites**

Our website or marketing email messages sometimes include links to other third party websites which are not within our control. Once you have left our website/marketing email message, we cannot be held responsible for the content of these third party websites or the protection and privacy of any information which you provide to those websites. You should exercise caution and look at the privacy policy applicable to the website in question.

## **9. Sharing Information about your Wellbeing with Your University or College**

This statement has been written so that you understand what will happen if we are seriously concerned about your health and that in these circumstances we may share personal information about you with your University/College. The health of our tenants is our top priority, and this brief document sets out how we balance taking care of your welfare with the need to protect your personal information.

Data protection law provides you with a number of rights in how your data is handled and places serious obligations on how we process this information. Under the law, information about your health is seen as particularly sensitive and additional obligations are placed on us in respect of processing or sharing this information. We have a legal duty not to share this data with anybody else, except in certain defined circumstances. To find more information about data protection you can visit the website of the [Information Commissioner](#)

That being the case, as your landlord we care about your wellbeing and if we have serious concerns that your health may be in serious danger, we think it is important that we tell your university/college. Your university/college has a range of support services for students, so we may share any serious concerns we have so that they can help you. As a landlord, we also need to protect the health and wellbeing of other tenants and staff that you may come into contact with, and helping you to get appropriate support is often the best way to do this

## **10. We Will Seek Your Consent to Share Your Personal Data**

There are a number of grounds under data protection law that would enable us to share your personal information, and one of these is if you give your informed consent. This document explains why we want to share sensitive information about your health and we ask separately for your consent to share this information under certain serious circumstances.

### **11. Circumstances When We May Share Your Data Even When Consent Has Not Been Provided – Student Residents**

Where we believe there is a serious threat to your health, we may inform your university/college. Before we do this, we will try to get your consent for this sharing.

However, sometimes we may not be able to get your consent, for example:

- In a serious emergency where time does not allow
- If you are unconscious
- If your mental state means that you are not willing to consent even though your health is in serious danger

Where we have serious concerns that your life may be at risk, but have not been able to get your consent, we will contact your university/college to discuss these concerns. We do this because we think it's important to help you get appropriate support as early as possible, and also that in these circumstances this overrides data protection concerns.

The data to be shared will be in the following scenarios:	Resident data to be shared
Responding to a serious welfare issue or medical emergency	Name, institution, course, date of birth, student ID (if known), contact details, situation (welfare or emergency), provider action, any applicable correspondence or minutes taken from meetings.

The health of our tenants is our top priority and it's important that we take timely action to help you access the right support if there is a threat to your life, and in certain circumstances this may mean involving your university/college. This document has set out how we balance your right to data protection against our wish to support your wellbeing, and the wellbeing of the staff and tenants you may come into contact with.

*All information provided to Cloud Student Homes during the process of your enquiry, tenancy after is protected using internal processed and password protected systems. Full GDPR and processing training is provided to all team members handling personal data, and are processed using ICO regulations.*

*Whilst the transfer of information via the internet cannot be guaranteed to be fully secure, Cloud Student Homes cannot be held responsible for information sent and the transfer of information is at your own risk. Once the information has been provided to Cloud Student Homes we use strict procedures to ensure no unauthorised access to personal data is permitted.*

Whilst Cloud Student Homes contracts with third party agents for the purpose of letting rooms, this Privacy Policy is accurate for cloudstuenthomes.co.uk and not the individual agent. You will need to see their own Privacy Policy for the collection of your personal data, once the data reaches Cloud Student Homes it will be treated in line with our Privacy Policy.

## 12. How to get copies of or amend the information we have collected

As a Data Subject you have rights to your data, you can;

- Access and obtain a copy of the data that we hold about you under the Data Protection Act 1998 (known as a 'data subject request') If you would like a copy of the information held about you please contact us at [info@cloudstuenthomes.co.uk](mailto:info@cloudstuenthomes.co.uk)
- Require the Agent to change incorrect or incomplete data. If you think any information we have about you is incorrect or incomplete, please email us as soon as possible. We will correct or update any information as soon as we can. In some circumstances, you may like to prevent your personal data from being processed or want to object the processing of your data on the grounds of legitimate interests, if this is the case please email us as soon as possible.
- Object to the processing of your data, if you believe your fundamental rights and freedom outweigh our legitimate interests
- Ask the Agent to suspend the processing of your personal data for a period of time if data is inaccurate or there is a dispute about its accuracy

If you are wanting to exercise any of these rights, or you have questions regarding the privacy policy please contact the Agent on [info@cloudstuenthomes.co.uk](mailto:info@cloudstuenthomes.co.uk)

If you believe that the Agent has not complied with your Data Protection rights, you then have the right to make a complaint to the Information Commissioners Office.