

This Privacy Policy is issued on behalf of Mason & Vale Property Limited. When we refer to “Mason & Vale”, “we”, “us”, or “our” throughout this Privacy Policy, we mean Mason & Vale Property Limited. Mason & Vale Property Limited is the organisation responsible for processing your personal data. We are registered as a Data Controller with the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection matters, under registration number ZC007903.

At Mason & Vale Property Limited, we are committed to protecting your privacy. This Privacy Notice, together with our Terms and Conditions and any other notices referred to within it, explains how we collect, use, and safeguard your personal data when you visit our website or engage with our services.

Please note that any personal data sent to a Mason & Vale Property Limited email address (for any purpose) will be stored on our IT systems. Such data may also be subject to routine monitoring procedures that we have implemented as part of our legitimate business interests. These measures are in place to protect confidential and personal information and to support our ability to detect and respond to potential data breaches.

This website is not intended for use by children; We do not knowingly collect personal data from anyone under the age of 18.

Personal data we may collect

We may collect personal information depending on how you interact with us - for example, as a client, customer, or job applicant. This can include:

- Your identity and contact details - such as your name, date of birth, address, email, and phone number
- Financial and transaction information - including property requirements and payments
- Information about your dependants, if relevant
- Technical information - such as your IP address and website activity
- Your marketing preferences - so we can communicate with you appropriately
- Employment and application details - such as your CV, proof of right to work, employment history, and any criminal convictions

We may also collect sensitive personal information, for example information about your racial or ethnic background, religious or philosophical beliefs, health, sexual orientation, or criminal convictions. You might provide this voluntarily, for instance to tell us about disability-related requirements.

How we collect personal data

We collect information from and about you in several ways:

- Direct interactions - when you provide personal data directly to us, for example by filling in forms or surveys, corresponding with us by post, phone, email, website, or social media, applying for a job, or enquiring about our services via property portals.
 - Indirect interactions - when personal data is shared with us by third parties, such as payment service providers, data brokers, or aggregators (for example, Rightmove or Zoopla in the UK/EU, or Facebook outside the EU), or information that is publicly available through sources like Companies House, the Electoral Register, or Government or Police databases.
 - Aggregated data - information collected from systems we use (such as our website, CRM, or phone systems) or from service providers (for example, credit check or profiling companies), often anonymised or grouped to provide insights about trends and usage.
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How we use your personal data

We collect and use personal information about you for a variety of purposes, including:

- To process the purchase, rental, sale, or letting of a property through Mason & Vale Property Limited, or on behalf of one of our clients.
- To contact you with information about services, offers, or opportunities we believe may be of interest to you in relation to property transactions.
- When you apply for a role with us, and where your application is successful.
- Where necessary to comply with our legal obligations, including anti-money laundering requirements and estate and letting agency regulations, codes of practice, or other applicable laws.
- Where otherwise lawful, for example to operate, manage, grow, and protect our business.

We may also process your personal data to:

- Develop and improve our products, services, and operational efficiency.
- Manage our client base and provide training, including compliance and awareness programmes for our staff.
- Monitor customer service standards and help resolve disputes.
- Refer you to selected third-party mortgage brokers or conveyancing panel management providers.
- Conduct network security and monitoring, auditing, identity verification, referencing, fraud prevention, risk assessment, utility switches, and due diligence.
- Support marketing activities, including sending promotional material and sharing encoded versions of your email with third parties such as Facebook, Instagram and Google, so that Mason & Vale Property Limited adverts can be displayed to you when you visit their platforms.
- Analyse and improve our website, applications, advertising, content presentation, and user experience.
- Provide customer support and notify you about changes to our services or other important notices.
- Manage suppression lists, perform profiling, and store data in the cloud.
- Handle debt recovery and other claims.
- Support business acquisitions, referrals and related operational purposes.

In certain circumstances, to protect our entitlement to commission and avoid disputes, we may disclose your name to another agent, landlord, or vendor.

Our legal basis for processing personal data includes:

- Consent - where you have given explicit permission (Article 6(1)(a) GDPR).
- Contractual necessity - to perform our obligations under a contract with you (Article 6(1)(b) GDPR).
- Legal obligation – where we are required to do so by law (Article 6(1)(c) GDPR).
- Legitimate interests – where processing is necessary for our legitimate business purposes (Article 6(1)(f) GDPR).

Where we process special category data, additional grounds may apply:

- Explicit consent - where you have clearly agreed (Article 9(2)(a) GDPR).
- Publicly available information - where you have already made the data public (Article 9(2)(e) GDPR).
- Legal claims - to establish, exercise, or defend a legal claim (Article 9(2)(f) GDPR).

Cookies

The Mason & Vale Property Limited website and applications may automatically collect information about how you use our services. This helps us improve the functionality of our website and assists with advertising and targeting. We use Google Analytics, a web analytics service provided by Google, to collect this information.

The cookies used on the Mason & Vale Property Limited website do not track, collect, or upload personal information such as your name, email address, or payment details. However, they may collect data about your device and browsing activity. We may use this data to monitor the usage of specific features, report on crashes and errors, and collect other useful, anonymous metrics.

Some devices may allow the detection of your approximate location through latitude and longitude. The accuracy of this information is not controlled by Mason & Vale Property Limited. If you request a feature that uses location data, we will ask for your permission before accessing it, for example, to provide results or directions based on your current location. You can disable location settings via your browser or app at any time.

For more information on our use of cookies, please see our Cookies Policy.

What are Cookies?

Cookies are small text files placed on your device each time you visit our website. They are commonly used by websites to enhance the user experience. Cookies are created when your browser loads a website, and the information is sent to your browser, which then creates a text file on your device.

Cookies can remain on your device for varying periods, from a single browsing session to several months. Each time you return to the website, your browser sends the cookies back to the server, helping to improve your experience by:

- Remembering your settings, so you do not need to re-enter them each visit
- Retaining your previous property searches, helping you keep track of new listings
- Monitoring website usage, allowing us to identify areas for improvement

You can manage or delete cookies via your device, browser, or app settings. Please note that disabling cookies may limit some functionality on our website. To manage your cookies, please go to [Cookies Settings].

Disclosures of Your Personal Data

We may share your personal data with trusted third parties outside of the Mason & Vale Property Limited Group for specific purposes, including:

- Third parties with whom we have a contractual relationship to assist with the purchase, rental, sale, or letting of a property
- IT and system administration service providers
- Anti-money laundering verification service providers
- Tenancy deposit schemes
- Utility switch companies and utility suppliers
- Trade contractors, survey companies, surveyors, EPC providers, inventory clerks, managing agents, and property auctioneers
- Local authorities, government departments (e.g., HM Land Registry), and law enforcement agencies
- Property developers
- Third-party data services that help us understand our audience and deliver relevant communications
- Advertisers and advertising networks (including social media) to show relevant Mason & Vale adverts based on your activity and engagement
- Professional advisers, including lawyers, bankers, auditors, insurers, and other consultants
- Credit or reference providers, including for debt recovery purposes
- Other agents with whom we have a sub-agency agreement, where they have introduced a potential purchaser, vendor, landlord, or tenant
- The counterparty to your property transaction

- Property portals through which you request our services
- Other parties in connection with the sale, transfer, or merger of parts of our business or assets

If you apply for a role with us, we may share your personal information with relevant internal teams and external parties involved in recruitment.

Data Security

Mason & Vale Property Limited is committed, through technical and organisational measures, to ensuring the security of your personal data and preventing unauthorised access. For example, access to personal data is limited to individuals and third parties who need it for legitimate purposes and who are bound by confidentiality obligations.

We also monitor outbound emails to protect confidential and personal data and to identify potential data breaches. In the event of a breach, we will notify the Information Commissioner's Office where required by law. If the breach is considered serious, we may also inform you directly.

International Transfers

We will not transfer your personal data outside of the United Kingdom, except to countries that provide an equivalent level of protection for your personal data, or to organisations that have committed to uphold the same standards of data protection.

For example, when working with certain service providers, we may rely on contracts approved by the UK Information Commissioner's Office or mechanisms such as the UK-US Data Bridge. These arrangements ensure that your personal data is afforded the same level of protection as it would be within the United Kingdom.

You have the right to request a copy of the relevant contractual provisions. To do so, please contact us using the details provided below.

Data Retention

We will retain your personal data while you use our services, while we provide services connected to you, and/or while you are in communication with us. Your data will also be retained for at least seven years thereafter for legal, regulatory, and accounting purposes.

If we need to retain your personal data for longer, we will carefully consider the potential risks of continued storage against the reasons for keeping it. In some cases, we may anonymise your personal data so that it is no longer associated with you; anonymised data may be used indefinitely.

If you apply for a role with us and your application is unsuccessful, we will retain your personal information for six months following notification of our decision. This enables us to demonstrate that we have not discriminated against candidates on prohibited grounds. We may also retain your personal data for a further 18 months to consider you for future vacancies.

If you do not wish for us to retain your data, please contact us at hello@masonandvale.co.uk

Your Rights

To the extent permitted by law, you have the right to: Access a copy of the personal data we hold and process about you, including information on:

- The purposes for which we are processing your personal data
- The categories of personal data we hold about you
- The recipients or categories of recipients to whom your personal data has been or may be disclosed
- The period for which your data will be stored, or the criteria used to determine that period

- Object to the processing of your personal data, including for marketing purposes, by:
 - Informing a Mason & Vale Property Limited telephone operator
 - Adjusting your preferences via the relevant checkboxes on data collection forms
 - Emailing us at hello@masonandvale.co.uk

- Request rectification of any inaccurate information we hold about you
- Request the erasure of your personal data
- Request that we do not make decisions about you using fully automated processes
- Request that your personal data be, where technically feasible, transmitted to a third party of your choice in a commonly used, machine-readable format

Please note that even if you opt out of marketing, we may still contact you regarding the services you have requested or to inform you of changes to our terms and conditions. Some of the rights above may not apply in certain circumstances; in such cases, we will inform you if we are unable to comply with your request.

We will normally respond to requests to exercise your rights within one month, although this period may be extended if your request is particularly complex or if multiple requests are made. We may request additional information from you to verify your identity and protect your data, and we may contact you to clarify or expedite your request. Generally, you will not have to pay a fee to exercise these rights, though we may charge a reasonable fee or refuse your request if it is unfounded, repetitive, or excessive.

Marketing

You have the right to withdraw your consent for us to use your personal data for marketing purposes at any time. You can do so by:

- Adjusting your marketing preferences via relevant checkboxes
- Following opt-out links included in marketing messages we send
- Contacting us directly at hello@masonandvale.co.uk or by calling 020 7856 0313

Withdrawing your consent will not affect the processing of your personal data required to fulfil our contract with you or to meet legal, accounting, or regulatory obligations. Any consent you previously gave will remain valid for activities carried out before you withdrew it.

Third-Party Marketing

We will obtain your express opt-in consent before sharing your personal data with any company outside of Mason & Vale Property Limited for the purpose of direct marketing. If you no longer wish to receive marketing communications from such third parties, please follow the opt-out instructions in their messages or consult their privacy policies for guidance.

How to Contact Us About Privacy

If you have any questions about how we handle your personal data, please contact our Data Protection Officer at hello@masonandvale.co.uk.

Alternatively, you can write to us at:

Data Protection Officer

Mason & Vale Property Limited
Unit 8c, Commodore House
Juniper Drive
SW18 1TW

If you have a complaint regarding the processing of your personal data, you have the right to contact the Information Commissioner's Office (ICO). However, we recommend that you first follow our internal complaints procedure, and we will make every effort to address your concerns.

Anti-Money Laundering

Mason & Vale Property Limited is committed to operating in a transparent and open manner, in line with our legal and regulatory obligations. We recognise that the real estate industry can be targeted by organised criminals seeking to launder the proceeds of crime, and we take all reasonable steps to prevent such activity.

We cooperate fully with the authorities and report any suspicious activity to the National Crime Agency. As part of this commitment, we comply strictly with all relevant Anti-Money Laundering regulations, including:

- The Proceeds of Crime Act 2002
- The Money Laundering Regulations 2017
- The Bribery Act 2010
- The Terrorism Act 2000

Our Anti-Money Laundering policy applies to all our customers, including vendors, buyers, landlords, and tenants. We are required to obtain and retain, for a minimum of seven years, evidence of our customers' identities. Where relevant, we also obtain proof of property ownership and the source or destination of funds. We are unable to proceed with any transaction if we cannot obtain this information.

Customer identity verification may include an electronic identity check, which could also incorporate a credit check. For a full list of acceptable identity documents, please speak with the individual handling your transaction. Mason & Vale Property Limited is registered and supervised by HM Revenue & Customs for compliance with the Money Laundering Regulations 2017. For any enquiries relating to Anti-Money Laundering, please email hello@masonandvale.co.uk.

Indemnity

You acknowledge that you are solely responsible for the use of this website and for all results and information obtained from it. All warranties, conditions, undertakings, representations, and terms-whether expressed, implied, statutory, or otherwise - are excluded, to the fullest extent permitted by law.

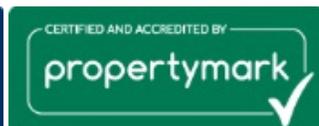
Except in cases of death or personal injury arising from negligence, or for fraudulent misrepresentation, Mason & Vale Property Limited and all contributors to this website disclaim all liability for any loss or damage, including any consequential or indirect loss, whether arising in tort, contract, or otherwise, in connection with your access to, use of, or inability to use this website.

While we take care to ensure high standards and maintain continuity of this website, we do not accept any ongoing obligation or responsibility to operate this website or any particular part of it. If any part of these terms and conditions is deemed unenforceable, the enforceability of the remaining provisions will not be affected.

These terms and conditions, and your use of this website, are governed exclusively by English law. This does not affect your statutory rights as a consumer.

Mason & Vale Property Limited is registered in England and Wales (registered number 16704577).

Our registered office is:
BDA Associates Limited
Global House
Ashley Avenue
Epsom KT18 5AD



This Privacy Notice was last updated on 25th November 2025 and supersedes all previous versions. It will be reviewed again by 25th November 2026, or sooner if required to reflect changes to our services or to comply with legal or regulatory updates. Please check back regularly to ensure you are reading the most up-to-date version of the Mason & Vale Property Limited privacy notice.