Privacy Notice

Introduction

Acorus Rural Property Services Ltd ("Acorus", "we", "our", "us") is committed to protecting your personal data and respecting your privacy. This Privacy Notice explains how we collect, use, and safeguard your personal data.

1. Who We Are

Acorus provides planning and design consultancy services, including but not limited to planning advice, site appraisals, submission of planning applications and architectural design. For any questions about this notice or your personal data, please contact us:

- **Email**: queries@acorus.co.uk
- **Postal Address**: Addlepool Business Centre, Woodbury Road, Clyst St. George, Exeter, EX3 0NR

2. What Personal Data We Collect

We collect and process the following types of personal data:

- **Contact Details**: name, address, email and phone number.
- **Project Information**: project details, including property details and planning history.
- **Financial Information**: payment details and invoicing records.
- **Communications**: emails, letters and notes from discussions.

3. Why We Collect Your Data

We collect and process your personal data for the following purposes:

- To provide planning/design consultancy services you have requested.
- To communicate with you about your project or related services.
- To maintain records for legal, tax and business purposes.
- To keep your information on file for potential future instructions or repeat business.

4. Our Legal Basis for Processing Your Data

We process your data under the following lawful bases:

- **Performance of a Contract**: To provide the services you have engaged us for.
- **Legitimate Interests**: To maintain records for future instructions or repeat business.
- **Legal Obligations**: To comply with tax, accounting and other legal requirements.

5. How Long We Keep Your Data

We retain your personal data for as long as necessary to fulfil the purposes described above:

- **Service Data**: Retained for up to 12 years after the completion of services to support follow-up queries or future instructions.
- **Financial Records**: Retained for a minimum of 6 years to comply with legal and tax requirements.

If you wish for your data to be deleted sooner, please contact us (see Section 8).

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6. Who We Share Your Data With

We may share your data with:

- Local authorities and regulatory bodies to facilitate planning applications
- Subcontractors or third-party service providers who assist in delivering the Services
- Legal or regulatory authorities when required by law
- Selected suppliers e.g. marketing providers such as Mailchimp.

We will never sell your personal data to third parties.

When we share personal data with our suppliers, we require them to keep it safe, and they must not use your personal data for their own marketing purposes.

7. How We Protect Your Data

We implement technical and organisational measures to protect your personal data, including:

- Secure storage of physical and digital records
- Limiting access to personal data on a need-to-know basis
- Regular security reviews to safeguard our systems.

8. Your Rights

Under data protection laws, you have the following rights:

- **Access**: Request a copy of the data we hold about you.
- **Correction**: Request corrections to inaccurate data.
- **Deletion**: Request that we delete your data, subject to legal obligations.
- **Objection**: Object to our use of your data for legitimate interests.
- **Restriction**: Request a temporary halt to processing under certain circumstances.
- **Portability**: Request that your data be transferred to another organisation.

To exercise your rights, please contact us at queries@acorus.co.uk

9. Complaints

If you are unhappy with how we handle your data, please contact us. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO), with whom we are registered:

- **Registration Number**: Z8375823
- **Website**: https://ico.org.uk
- **Phone**: 0303 123 1113.

10. Updates to This Notice

We may update this Privacy Notice from time to time. Any updates will be posted on our website and, where appropriate, we will notify you directly.

11. Further Information

For more details about how we handle your personal data, please contact us at queries@acorus.co.uk.

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