

# PICKFORDS PRIVACY POLICY

## 1. Introduction

We understand and respect the importance of protecting your privacy and your personal information. Pickfords is committed to processing personal information in ways that comply with our legal and regulatory obligations.

This Privacy Policy explains:

- what personal information we collect;
- how we use it;
- who we share it with;
- how we keep it secure;
- how long we keep it;
- your rights and how to exercise them.

We will:

- keep your personal information safe and private;
- not sell your personal information;
- give you ways to manage and review your marketing choices;
- only share your personal information with trusted partners where we have a lawful basis to do so.

This policy may be updated from time to time.

## 2. Who we are and how to contact us

Data controller

Pickfords Move Management Limited (including appointed agents or sub-contractors) is a data controller for the personal information described in this policy.

### Contact details

- Address: Pickfords Move Management Limited  
Genesis House  
Station Road  
Kings Langley  
Hertfordshire  
WD 4 8LZ
- General queries: [enquires@pickfords.com](mailto:enquires@pickfords.com)
- Data protection queries: [dpo@pickfords.com](mailto:dpo@pickfords.com)

## 3. The law that protects your personal information

We process personal information in accordance with applicable data protection law, including:

- the UK GDPR
- the Data Protection Act 2018
- the Privacy and Electronic Communications Regulations (PECR) for electronic marketing

Data protection law says we can only use your personal information if we have a lawful basis to do so.

#### 4. Lawful bases we rely on

Depending on the purpose, we will rely on one or more of the following lawful bases:

- **Contract:** to perform a contract with you or take steps at your request before entering into a contract (for example arranging a survey or preparing a quotation);
- **Legal obligation:** where we must comply with a legal or regulatory duty;
- **Legitimate interests:** where we have a business or commercial reason to use your information, provided this does not override your rights and freedoms;
- **Consent:** where you have provided a clear consent (particularly relevant to certain marketing and where required by PECR).

#### 5. Where we collect personal information from

We may collect personal information about you from:

- information you give us when you enquire about our services;
- calls or meetings in person, by telephone or in our offices;
- your use of our website;
- emails, letters and other documents;
- Live Chat;
- when we attend your home to carry out a sales survey;
- when you take part in a video survey;
- when you enter a competition or promotion via our website;
- when you provide customer feedback;
- when you report a problem using our website;
- where you opt in to receive promotions or newsletters, or request future marketing contact.

We may also receive personal information from third parties, including:

- organisations, firms or companies that introduce us to you;
- insurers;
- retailers;
- comparison websites;

- social networks;
- estate agents;
- loyalty scheme operators;
- agents working on our behalf;
- market researchers;
- government or law enforcement agencies;
- employers;
- local authorities;
- agents acting on your behalf.

## **6. What personal information we collect**

We may collect and process the following types of personal information:

- name;
- address;
- email address;
- telephone numbers;
- bank details;
- payment details;
- your marketing preferences and consents;
- information required to enable us to provide you with services;
- where relevant, your company or employer's name, employment position, company address, company email address and telephone numbers;
- information collected through our website, such as IP address, operating system and browser type (see Cookies section);
- details of any enquiry, claim or complaint;
- information on inventories, job sheets, collection or delivery documentation, shipping manifests, customs documentation or similar documents used for export or importation of your goods.

## **7. How we use your personal information**

We use personal information for the following purposes:

- arranging a personal or video survey;
- preparing a quotation;
- performing our contractual obligations to you;
- instructing third party suppliers or sub contractors involved in providing the services;
- accounting, billing and audit;

- credit or payment card verification;
- preparing export or importation documents as necessary;
- arranging insurance;
- immigration or customs documentation;
- general administration;
- communicating with you regarding the services;
- notifying you of changes to the services;
- collecting payment and where necessary arranging refunds (refunds are made to the account or card used for the latest payment);
- providing tips or guidance for moving home;
- reporting, research or analysis;
- sending administrative or service messages, even if you have opted out of marketing;
- checking and verifying your identity when you use our services;
- liaising with insurers and appointed claims handlers or loss adjusters;
- reviewing, developing and improving our products and services;
- ensuring our website is presented effectively and analysing usage and viewing patterns;
- monitoring and improving service quality;
- managing claims, complaints or disputes, including corresponding with third parties appointed to assist in resolution (including alternative dispute resolution bodies);
- preventing or detecting crime;
- debt collection;
- transferring information outside the UK or EEA where required to deliver services;
- meeting legal, statutory, compliance and regulatory obligations.

## **8. Who we share your personal information with**

We may share your personal information with:

- companies who provide video survey facilities;
- agents, suppliers or sub contractors who assist us in providing the services;
- organisations who introduce you to us;
- organisations who we introduce to you (where appropriate);
- HM Revenue and Customs, regulators or other authorities;
- companies or organisations you ask us to share your personal information with;
- insurers;

- claims handlers;
- trusted third parties who offer a product or service which may be of interest to you.

We may also disclose personal information to members of our group for business purposes, including subsidiaries and our ultimate holding company and its subsidiaries as defined in section 1159 of the Companies Act 2006, and relevant third parties where required to provide the services.

## **9. International transfers**

Some third parties we share personal information with may be based outside the UK or the European Economic Area (EEA), or may access information from outside the UK or EEA.

We will only transfer personal information outside the UK or EEA where it is necessary to:

- follow your instructions;
- perform the services you have requested;
- comply with a legal duty;
- work with agents and third parties providing business or administrative support.

Where we transfer personal information internationally, we will take steps to ensure it is protected to an appropriate standard in line with data protection law.

We may be required to disclose personal information to government bodies responsible for crime prevention, immigration, customs, border control, security and anti terrorism. Where we consider it appropriate, we may comply with such requests.

## **10. If you do not provide personal information**

If you do not agree to our use of your personal information in line with this policy, we may be unable to provide a quotation, accept a booking or deliver the services because processing personal information is essential to providing our services.

## **11. Keeping personal information accurate**

We take reasonable steps to keep personal information accurate and up to date. We rely on you to tell us if your personal information changes.

You can request updates by writing or emailing us.

## **12. Who we can deal with, acting on your behalf**

We cannot accept instructions from anyone other than you, the person named on the contract documentation.

If you want a third party to act on your behalf, we require evidence that they have your authority, such as a power of attorney or other written authority. In limited circumstances, we may accept verbal instructions.

## **13. How long we keep your personal information (retention)**

We will keep your personal information for no longer than necessary for the purposes set out in this policy, including providing ongoing services and meeting legal or regulatory requirements.

Based on your current policy position, we do not retain your personal information for longer than **seven years** from the date you cease to be a customer (the Retention Period), unless:

- we cannot delete it for legal, regulatory or technical reasons;
- we need to retain it to respond to claims or complaints;
- we need to show we have treated you fairly
- we are required to retain it under a contract.

#### **14. Fraud prevention and detection of crime**

To help detect fraud or prevent crime, we and insurers may share information with law enforcement bodies, including the police. Those bodies may access and use the information.

#### **15. Cookies and similar technologies**

Cookies are small data files saved to your browser to collect information about your use of our website.

We use:

- session cookies which are erased when you close your browser;
- persistent cookies which remain until they expire or are deleted.

We also use JavaScript to improve website performance.

You can manage cookies via a cookie pop up or your browser settings. If you disable cookies or JavaScript, some parts of our website may not function properly.

#### **16. Hyperlinks to third party websites**

Our website may contain links to third party websites. Those websites are operated by third parties and have their own privacy policies. We encourage you to review them.

#### **17. Direct marketing**

We may use your personal information to contact you by post, phone, email, electronic messaging services or social media with information about products and services, including discounts and special offers.

We may also send information about products and services provided by selected trusted third parties.

We will only send electronic marketing (for example email or text) where permitted under PECR and other applicable law.

#### **18. How to opt out of marketing**

You can opt out of receiving marketing messages from us at any time.

You can do this by:

- using the website option to decline marketing
- emailing your Move Manager quoting your PF reference number
- emailing [optout@pickfords.com](mailto:optout@pickfords.com) quoting your PF reference number

You can also write to:

Group Legal Services Department  
Pickfords Move Management Limited  
Genesis House  
Station Road  
Kings Langley  
Hertfordshire  
WD 4 8LZ

If you email us, please note that we cannot accept liability for personal information lost or abused during transmission.

If you opt out of marketing, you will still receive service related communications where we are providing services to you.

## 19. Your rights

You have rights under data protection law. These include:

- **Right of access:** to request a copy of the personal information we hold about you
- **Right to rectification:** to request correction of inaccurate or incomplete personal information
- **Right to erasure:** to request deletion of personal information in certain circumstances
- **Right to restrict processing:** to request we limit how we use your personal information in certain circumstances
- **Right to object:** to object to processing in certain circumstances, including direct marketing

To exercise your rights, contact us using the details in section 2.

### Subject access requests

Requests must be made in writing to:

Group Legal Services Department Pickfords Move Management Limited Pickfords Park  
Laxcon Close London NW10 0JN

or by email: [dpo\\_subject\\_access@pickfords.com](mailto:dpo_subject_access@pickfords.com)

It is our policy to request sufficient information to verify your identity before releasing personal information under the Subject Access Request.

We will respond within **one month** of receiving your request, unless the request is complex, in which case we may extend the time.

We do not usually charge a fee, but we may charge a reasonable fee where a request is manifestly unfounded, excessive or repetitive.

### Right to complain

You have the right to raise concerns with the UK supervisory authority, the **Information Commissioner's Office (ICO)**.

## **20. Changes to this policy**

We keep this policy under review and will place updates on our website.

This policy was last updated on: 2nd January 2026

---

End