

# HomeDirect Privacy Policy

Effective Date: 24/04/2025

Welcome to **HomeDirect**, a platform designed to connect property buyers and sellers directly without third-party agents. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit and use our website.

## 1. Information We Collect

We may collect the following types of personal information:

- **User-Provided Data:**
  - Name, email address, phone number, and location.
  - Identity verification documents.
  - Property details submitted by sellers.
  - Communication history via our platform.
- **Automatically Collected Data:**
  - IP address, browser type, device information, and usage data.
  - Location data via your browser or mobile device (if enabled).

## 2. How We Use Your Information

Your data is used for the following purposes:

- Facilitating property listings and searches.
- Enabling secure, real-time messaging between users.
- Verifying user identities to build trust in the platform.
- Sending notifications about new listings, updates, or messages.
- Generating legal documents using AI (with your input).
- Improving website functionality, performance, and security.
- Sending optional marketing and promotional content (with opt-out capability).

### 3. Data Sharing and Disclosure

We will never **sell or rent** your personal data. We may share it only:

- When required by law or in response to valid legal processes.
- To protect our rights, users, or the public as permitted or required by law.

### 4. Data Security

We implement robust technical and organizational measures to secure your data, including:

- Encrypted communications (HTTPS).
- Secure data storage and access control.
- Regular system testing and vulnerability scanning.

### 5. User Rights and Choices

You have the right to:

- Access and update your personal data.
- Request deletion of your account and associated data.
- Opt out of non-essential communications.
- Withdraw consent for specific data uses (e.g., location or marketing).

To exercise these rights, contact us at: **w1905362@my.westminster.ac.uk**

### 6. Cookies and Tracking

We do not use Cookies and Tracking but may do so in the future changes will be communicated via email or a prominent notice on our site.

## **7. Third-Party Links**

Our platform may contain links to external websites. We are not responsible for their privacy practices. Please review their policies separately.

## **8. Changes to This Policy**

We may update this Privacy Policy periodically. Changes will be communicated via email or a prominent notice on our site.

## **9. Contact Us**

If you have questions about this policy or how we handle your data, reach out to:

**Data Protection Officer**

Email: **w1905362@my.westminster.ac.uk**