

This Privacy Statement applies to the processing of personal data collected and used by [Alex Goldstein & Associates Property Consultants Ltd](#), which may be subject to change from time to time, and third-party service providers. The use of “Alex Goldstein” or “I” or “AGPC” shall, herein, mean Alex Goldstein & Associates Property Consultants Ltd.

This Privacy Statement explains what personal data I hold, how I collect it, and how I use and may share information about you. It also contains important information about your rights in relation to your personal data, and how to contact us or supervisory authorities in the event that you have a complaint. This Privacy Statement applies to your use of the Alex Goldstein website or when you otherwise provide your personal data to Alex Goldstein, for example, if you are looking to buy, sell or rent a property or need any property advice and associated services.

What is personal data?

Personal data is any information that relates to an individual. This includes separate pieces of information that when merged, reveals your identity. I may collect information about you from a variety of sources. This includes information I collect directly from you, information I collect when you visit my website, office or when we meet and information I collect about you from other third-party sources.

Where I determine the purposes and means of the data processing, I will be acting as the data Controller and data Processor. This is the case for most of the services provided to you by Alex Goldstein. Should you have any queries in respect of this Privacy Statement or my use of personal data or if you would like to exercise any of your data subject rights, please contact the Data Protection Officer (myself) at alex@alexgoldstein.co.uk

Information I collect directly from you

I may collect information directly from you when you participate in telephone calls and email correspondence with me, or otherwise provide information directly to me as a result of engagement with one of the services that I provide. The following are examples of information I may collect directly from you:

Tenants

When you become a tenant or undertake a rental search, I will collect personal data about you.

Processing Activity	Categories of personal data	Purpose Of processing	Lawful basis
Registering prospective tenants	Name	To provide my services to you	Consent / My legitimate Interest in running my business

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alex@alexgoldstein.co.uk

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	• Contact details • Details of properties you are interested in		
Arranging viewings	• Name • Contact details • Details of properties you are interested in	To provide my services to you and your prospective Landlord	Consent
Communicating offers	• Name • Contact details	To provide my services to you and your prospective landlord	Consent
Onboarding new tenants	• Name • Address • Bank details • Passport and identity documents • Proof of address • References • Salary and employment status	To verify your identity, conduct my client due diligence checks	Legal obligation/ my Legitimate Interests in running my business

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	• Credit check • Visa and immigration documents		
Managing the service to the tenant	• Name • Contact details	To provide services to you and your Landlord	Consent / Legitimate Interest
Updating you of properties you may be interested in	• Name • Contact details • Marketing preferences • Details of properties you are interested in	To send you email and/or postal messages with information about AGPC and other content I think may be of interest to you and if you would like to receive them.	Consent or Legitimate Interest

Sellers

When you sell a property with me, I will process your personal data.

Processing Activity	Categories of personal data	Purpose Of processing	Lawful basis
Registering prospective sellers	• Name • Contact details • Property details	To provide my services to you	Consent / My legitimate interest in running my business

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Trading as Alex Goldstein & Associates Property Consultants Ltd | Company registration number 9600749
VAT number 176931181 | Registered in England at The Pentagon, 3365 Century Way, Leeds LS15 8ZB

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Onboarding new sellers	• Name • Address • Bank details • Financial details such as mortgage information • Passport and identity documents • Proof of address • Due diligence checks • Visa and immigration documents	To verify your identity, conduct my client due diligence checks	Legal obligation/ my Legitimate Interests in running my business.
Collecting payment	• Name • Contact details • Bank details	The performance of a contract or to take specific steps before entering into a contract with you.	Contract
Managing the service to the seller	• Name • Contact details	The performance of a contract or to take specific steps before entering into a contract with you.	Contract
Marketing services you may be interested in	• Name • Contact details	To send you email and/or postal messages with information about	Consent or Legitimate Interest

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	Marketing preferences	AGPC and other content I think may be of interest to you and if you would like to receive them.	
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Buyers

When you buy a property with me, I will process your personal data.

Processing Activity	Categories of personal data	Purpose Of processing	Lawful basis
Registering prospective buyers	- Name - Contact details - Details of properties you are interested in	To provide my services to you	Consent / My legitimate interest in running my business
Arranging viewings	- Name - Contact details - Details of properties you are interested in	To provide services to you.	Consent
Communicating offers	- Name - Contact details	To provide services to you.	Consent

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Onboarding new buyers	• Name • Address • Bank details • Passport and identity documents • Proof of address • References • Salary and employment status • Credit check • Visa and immigration documents	To verify your identity, conduct my client due diligence checks	Legal obligation/ my legitimate interests in running my business.
Collecting payment	• Name • Contact details • Bank details	The performance of a contract or to take specific steps before entering into a contract with you	Contract
Managing the service to the buyer	• Name • Contact details	The performance of a contract or to take specific steps before entering into a contract with you	Contract
Informing you about properties you may be interested in	• Name • Contact details	To send you email and/or postal messages with information about AGPC and other	Consent or Legitimate Interest in running my business.

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	Marketing preferences	content I think may be of interest to you and if you would like to receive them.	
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Information I collect when you visit my website, view my online ads or promotions, or other services:

I may collect information directly from you when you interact or participate in telephone calls and email correspondence with me, or otherwise provide information directly to me. The following are examples of information I may collect directly from you:

Visitors to my website

The below table sets out the purposes for processing, the personal data used and the lawful basis.

Examples of the personal data I collect include:

Processing Activity	Categories of personal data	Purpose Of processing	Lawful basis
Responding to enquiries	- Name - Address - Contact details - Details of enquiry	Providing ongoing client services.	Legitimate Interest

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Analytics	• Device information • IP address • Web pages you view on my sites	For improvement of my website, and other online services and to create content that is relevant to you.	Consent
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For information about the cookies I use on my website please visit the link on my website.

For further information on how Google processes your personal data, please view the [Google privacy policy](#) and their [terms of service](#).

Who do I share your personal data with?

I share your Personal Data with other organisations so I can provide my services to you and comply with my legal duties. I have set out below who these organisations are and the reasons for sharing your personal data with such organisations.

Recipients of personal data

Your personal data is accessed internally by individuals that need it to carry out the purposes set out above.

I will only share your personal data when I am allowed to do so under data protection law.

Information sharing with third-parties, including service providers

I engage third-party service providers to perform a variety of business operations on my behalf. In doing so, I may share your personal data with them. I may also share data with third-parties who are working in conjunction with us to provide services to you, but only where I have lawful basis for sharing.

I will only share personal data which is necessary for the proper performance of the services being provided to Alex Goldstein Property Consultants Ltd. I contractually require third-parties to protect shared information appropriately and not use it for any other purpose.

Examples of relevant third-parties may include:

- Customer Relationship Management (CRM) services or solution providers, including client relationship management tools.
- Technology providers

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- Anti-Money Laundering (AML) and Knowing Your Customers (KYC) verification service providers
- Contractors
- Government departments
- Regulatory Authorities
- Property Developers
- Insurance providers, insurance brokers, insurers
- Joint agents with Knight Frank and other agents by obtaining client's consent
- My representatives or professional advisers such as solicitors, accountants, and surveyors
- Third-parties at the request of the client

Other Situations

I may transfer or otherwise process your Personal Data:

- Through the sale or transfer of part of my business to another company;
- When I have received your instruction to pass the sale of your property to another agent or when the nature of the services I are providing to you requires that I share your personal data. For example, if you want to view property, I will likely have to share your name and contact details with the vendor/landlord or building managers;
- To protect, defend or exercise the rights and property of Alex Goldstein Property Consultants Ltd (including enforcing my Terms and Conditions);
- When required by law, court order and/or government authorities which might include background checks (such as credit reference checks through agencies, or fulfilling other regulatory purposes); or
- Where you tell us to share your personal data or otherwise have given us your consent to do so, for example, where you ask us to share your details with your solicitor, bank, or mortgage advisor.

If you would like any further information on which third parties your personal data is shared with and the reasons why, then please contact me at alex@alexgoldstein.co.uk

Links to Third-Party Sites and Social Media

My Site may provide links to other Websites and apps for your convenience and information. These Websites and apps may operate independently from me. Linked sites and apps may have their own Privacy Statements or policies, which I strongly recommend you review. To the extent any linked Websites or apps are not owned or controlled by us, I am not responsible for their content, any use of the Websites or apps, or the privacy practices of the Websites or apps.

Social Networks and Third-Party Plug-ins

My Website may include plugins from social networks or other third parties. An example of a plugin is the Facebook “Like” button. Where legally permitted, these plugins may communicate with and send information to the party that provided the plugin, even if you do not click on the plugin. This information may include your IP address, information about your browser and device, and the address of the IP page you are visiting on my site. Loading, using, or clicking the plugins may also place, read, and transmit cookies. These cookies may contain a unique identifier the social network or third party assigns to you. The loading, functionality and your use of the plugins are governed by the Privacy Statement and terms of the party that provided the plugin.

Please remember that any information you submit or post as user-generated content to Social Media sites become public information, Alex Goldstein Property Consultants Ltd is not responsible for the results of such postings. You should exercise caution when deciding to disclose your personal, financial, or other information in such submissions or posts. Alex Goldstein Property Consultants Ltd cannot prevent others from using such information in a manner that may violate this.

Use of Artificial Intelligence (AI) Technologies

At Alex Goldstein Property Consultants Ltd, I may use Artificial Intelligence (AI) technologies to support and enhance the delivery of my property services. This includes, but is not limited to, tools that assist with communication management, data analysis, customer support, and operational efficiency. These AI systems may process personal data collected through your interactions with us - such as through my Website, communications, or service platforms.

I rely on appropriate legal bases for the use of AI technologies, all AI-related data processing is conducted in accordance with the applicable local data protection laws, including:

- Legitimate interests: where AI helps improve my services and operational effectiveness without overriding your fundamental rights;
- Consent: where required, particularly for marketing or optional AI-driven features;
- Contractual necessity or legal obligation: when AI is used to deliver a service you've requested or to meet legal or regulatory requirements.

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I do not use AI to make solely automated decisions that produce legal or similarly significant effects without meaningful human involvement. Where such tools are used to assist in decision-making, they are subject to appropriate human oversight, regular reviews, and fairness checks.

Personal data processed by AI systems is protected with appropriate safeguards, including data minimisation, encryption, and access controls. I do not use your personal data to train publicly available AI models, and any third-party AI providers I engage are contractually required to comply with relevant data protection laws.

I am committed to transparency and accountability in my use of AI. If you have any questions about how AI is used in relation to your data or wish to exercise your data protection rights (such as access, rectification, objection, or withdrawal of consent), please email me at alex@alexgoldstein.co.uk

How do I keep your personal data secure?

When you provide me with your Personal Data, I will process it using my systems, meaning your details will be inputted into my secure databases. I have appropriate security measures in place to help ensure that your data is not lost, stolen, accessed by unauthorised third parties, or tampered with in any way. Internally, your personal data will only be accessible by myself and my PA that have a need to see your data (which will depend on the nature of the services I am providing to you). However, I cannot guarantee your personal data will be free from every security risk that may be possible when your information is sent to and from the Website or the app.

Legitimate interests

I may process your personal data for other legitimate interests outside of the delivery of my services to you where I have a lawful basis to do so including, but not limited to:

- Satisfying contractual obligations with my clients and customers.
- Recovering money owed to me.
- Ensuring the safety and security of individuals such as residents and staff members.
- Ensuring the safety and security of property overseen by Alex Goldstein Property Consultants Ltd.
- Promoting the business and my services.
- Effective internal administration.
- Improving my business by asking for opinions and feedback.
- Establishing, exercising, or defending legal claims.
- To market services to you.

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If you have previously purchased products and/or services from me, I may send you emails about similar products or service from me which I think will interest you, unless you have opted out of such emails. This is based on my legitimate interest in promoting my business and to provide you with information about relevant products and services. If you change your mind about this, you can stop us sending you such emails at any time by clicking on the “unsubscribe” link at the bottom of any email. If you choose to stop receiving these marketing emails, I will still send you emails that are necessary for our relationship with you relating to the service I provide.

Failing to provide your personal data

Most of the personal data I collect from you is so that I can provide effective services to you. Some of the information I collect is to fulfil my legal and contractual obligations. Failing to provide personal data when requested may mean that I am unable to provide the service to you and fulfil my legal obligations, and you may be unable to exercise your contractual or statutory rights.

Retention of personal data

I will only retain personal data for as long as necessary to fulfil the purposes I collected it for, unless a longer retention period is required or permitted by law. Generally, I will retain your personal data where:

- I am providing services relating to you;
- I am in communication with you; or
- a longer retention period applies (for example, for legal or regulatory reasons).

This is so I can:

- communicate with you about any questions or complaints you may have after you have stopped being a user of my services; or
- to comply with the rules on accounting, reporting or other law; or
- to provide you with relevant information about products and services that you may be interested in.

Where you apply for a role with us and your application is unsuccessful I will retain your personal information for limited period after I have informed you of my decision so that I can show that I have not discriminated against you on prohibited grounds.

I may retain your personal data on my file for an extended period thereafter, so that I can consider you for future opportunities with Alex Goldstein Property Consultants Ltd. If you would prefer I did not, please email me at alex@alexgoldstein.co.uk

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Your rights

You may have certain rights in relation to the personal information I collect about you. Alex Goldstein Property Consultants Ltd respects those rights in accordance with the respective data privacy legislation which applies to you or in the capacity of your relationship with me.

Not all rights will be applicable in every case; for example, where I am obliged to maintain records to meet a legal or regulatory requirement, I would be unable to delete your information. Where you have given consent for us to use your personal data for specific purposes, you have the right to withdraw this consent at any time.

If you would like to exercise any of your rights, please contact me on:

- emailing alex@alexgoldstein.co.uk
- writing to me at 5 Princes Square, Harrogate HG1 1ND

I will respond to any request within the stipulated statutory deadline. This deadline may be extended where applicable under data protection law. I will inform you if your request meets the extension criteria.

To Unsubscribe from Marketing Communications

You may unsubscribe from my marketing communications by clicking on the “unsubscribe” link located on the bottom of my e-mails, or by sending me an email at alex@alexgoldstein.co.uk

How to complain

Alex Goldstein Property Consultants Ltd is committed to respecting the privacy of every individual whose personal information I handle in the course of my business operations by processing and protecting your information fairly and in compliance with Data Protection regulations. If you have any questions or queries about how I am processing your data, please contact me by:

- emailing alex@alexgoldstein.co.uk
- writing to me at 5 Princes Square, Harrogate HG1 1ND

You have the right to raise a complaint to the ICO and data privacy regulator if you consider that I have not satisfactorily resolved your complaint. Please refer to the [ICO website](https://ico.org.uk/) for this.

Changes to this Privacy Statement

My Privacy Statement may be updated from time to time to take account of changes to my operations or practices and, further, to make sure it remains appropriate to any changes in law, technology, and the business environment. When I make changes to this Privacy Statement, I will revise the “last updated” date at the bottom of this Privacy Statement. I recommend that you check this page from time to time to inform yourself of any changes in this Privacy Statement.

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If I make any material changes in the way I collect, use, and share personal data, I will notify you.

Any personal information held will be governed by my most recent Privacy Statement.

This Privacy Statement was last updated on 17 September 2026.

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