

Privacy Policy

Wrights Residential Lettings Ltd

Last updated: 06/06/2026

1. Introduction

Wrights Residential Lettings Ltd (“Wrights Residential”, “we”, “our” or “us”) is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect your personal information when you:

- use our website,
- contact us,
- register with us,
- request a valuation,
- purchase, sell, rent or let a property through us,
- use our services,
- or otherwise interact with Wrights Residential.

We are committed to handling personal information responsibly and in accordance with the UK General Data Protection Regulation (“UK GDPR”), the Data Protection Act 2018 and other applicable privacy laws.

2. Who We Are

Company Name: Wrights Residential Lettings Ltd

Location: Trowbridge, Wiltshire, United Kingdom

Email: enquiries@wrightsresidential.co.uk

Website: www.wrightsresidential.co.uk

Wrights Residential Lettings Ltd is the data controller responsible for your personal information.

If you have any questions regarding this Privacy Policy or how your information is used, please contact us using the details above.

3. Information We Collect

We may collect, use and store the following types of personal information:

Personal Information

- Name
- Postal address

- Email address
- Telephone numbers
- Date of birth
- Identification documents where legally required
- Nationality and Right to Rent documentation where applicable

Property & Transaction Information

- Property requirements and preferences
- Property ownership information
- Property valuation information
- Sales and purchase details
- Tenancy information
- Viewing history and feedback
- Offer and negotiation information

Financial Information

- Financial and affordability information
- Employment details
- Referencing information
- Rental payment information
- Mortgage-related information where relevant

Communication Information

- Emails and correspondence
- Telephone calls and notes
- Website enquiries and registration forms
- Marketing preferences
- Customer feedback and reviews

Technical & Website Information

- IP address
- Device information
- Browser type
- Website usage information
- Cookies and analytics data
- Marketing engagement statistics

4. How We Collect Information

We may collect personal information in the following ways:

- When you contact us by phone, email, website or in person
- When you register with us as a buyer, seller, landlord or tenant
- When you request a valuation
- When you submit website forms or enquiries
- When you apply to rent a property
- When you enter into a tenancy or property transaction
- When you subscribe to marketing communications
- When you use our website
- Through property portals such as Rightmove, Zoopla, PrimeLocation and OnTheMarket
- Through third-party providers involved in property transactions
- Through marketing and CRM systems integrated with our business systems

5. How We Use Your Information

We use personal information for the following purposes:

Property Services

- Registering applicants and matching properties
- Arranging viewings and appointments
- Carrying out valuations
- Marketing properties for sale or to let
- Negotiating offers
- Sales progression
- Managing tenancy agreements
- Property management services
- Rent collection and landlord services
- Maintenance coordination

Customer Service & Communication

- Responding to enquiries
- Providing updates regarding properties and transactions
- Managing customer relationships
- Providing support and assistance

Legal & Compliance Obligations

- Right to Rent checks
- Anti-money laundering checks
- Identity verification

- Referencing and affordability checks
- Regulatory compliance
- Fraud prevention

Marketing & Business Development

Where permitted by law, we may use your information to:

- Send property alerts and updates
- Provide local property market updates
- Send landlord and homeowner communications
- Share relevant property news and advice
- Re-engage previous applicants, landlords, buyers and sellers
- Provide information regarding our services
- Conduct targeted and segmented marketing campaigns
- Improve customer engagement and communication

Marketing communications may be sent by:

- Email
- Telephone
- SMS
- Social media advertising audiences
- Automated marketing platforms and CRM systems

You may opt out of marketing communications at any time.

6. Lawful Basis For Processing

Under UK GDPR, we rely on the following lawful bases for processing personal data:

Contractual Necessity

Where processing is necessary:

- to provide our services,
- enter into agreements,
- or manage property transactions and tenancies.

Legal Obligation

Where we are legally required to process information for:

- compliance,
- regulatory,
- fraud prevention,
- Right to Rent,
- anti-money laundering,

- accounting,
- or legal purposes.

Legitimate Interests

We may process personal data where it is necessary for our legitimate business interests, including:

- responding to enquiries,
- operating and improving our business,
- property marketing,
- maintaining customer relationships,
- sending relevant property communications,
- re-engaging previous customers and applicants,
- marketing our services,
- and developing our business.

We always balance our legitimate interests against your privacy rights.

Consent

Where required, we will rely on consent for specific marketing activities or optional communications.

You may withdraw consent at any time.

7. Marketing Communications

Wrights Residential may contact existing customers, applicants, landlords, tenants, buyers, sellers and previous contacts with information relating to:

- properties,
- market updates,
- landlord information,
- services,
- valuations,
- local property news,
- and relevant business updates.

Communications will only be sent where:

- we have consent,
- there is an existing customer relationship,
- or where we believe there is a legitimate interest basis under UK GDPR.

All marketing communications will include the option to unsubscribe or update communication preferences.

We may use CRM systems, marketing automation systems and email communication platforms to manage and deliver communications efficiently and securely.

8. Sharing Your Information

We may share your personal information with trusted third parties where necessary, including:

- Property portals (such as Rightmove, Zoopla, PrimeLocation and OnTheMarket)
- Referencing and credit-check providers
- Contractors and maintenance providers
- Solicitors, conveyancers and mortgage advisors
- Landlords, tenants, buyers and sellers where appropriate
- Website providers and CRM systems
- Marketing and communication providers
- IT and software providers
- Professional advisers
- Regulatory authorities and government bodies where legally required
- Property report and market intelligence providers
- Survey providers and customer feedback platforms

Property Reports & Market Intelligence

We may use third-party property data, market intelligence and reporting platforms to generate property reports, market analyses, valuation reports and other property-related information. Where personal information is used in connection with these services, it will be processed only where necessary and in accordance with applicable data protection legislation.

We only share information where necessary and appropriate safeguards are in place.

9. Marketing, CRM & Automation Providers

To help manage communications and improve our services, we may use third-party CRM, email marketing, automation and communication platforms. Examples of such providers may include property industry CRM systems, email marketing platforms, marketing automation providers and customer communication platforms, including BriefYourMarket and similar services used to manage and deliver communications on our behalf.

We may use third-party property report and market intelligence platforms to generate property reports, market insights and valuation-related information for our customers.

These systems may assist with:

- customer relationship management,
- audience segmentation,
- automated communications,
- campaign management,

- website lead capture,
- marketing analytics,
- and customer engagement tracking.

Any providers used by Wrights Residential are required to process personal information securely and in accordance with UK GDPR.

10. Website Analytics, Tracking & Advertising

We may use analytics and tracking technologies to improve our website, understand visitor behaviour and measure marketing performance.

This may include:

- Google Analytics
- Meta/Facebook Pixel
- Website cookies
- Advertising and remarketing tools
- Conversion tracking technologies

These technologies help us:

- understand website usage,
- improve website performance,
- personalise marketing,
- and measure advertising effectiveness.

You can manage cookie preferences through your browser settings and cookie preferences tool.

11. Cookies

Our website uses cookies and similar technologies to:

- ensure the website functions correctly,
- improve user experience,
- analyse traffic,
- and support marketing activity.

Further details are available within our Cookie Policy.

12. Data Retention

We retain personal information only for as long as reasonably necessary for:

- business purposes,

- legal obligations,
- regulatory requirements,
- dispute resolution,
- and record-keeping purposes.

Retention periods may vary depending on the nature of the information and our legal obligations.

When information is no longer required, it is securely deleted or anonymised.

13. International Transfers

Some third-party providers may process information outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place in accordance with UK GDPR requirements.

14. Data Security

We take appropriate technical and organisational measures to protect personal information against:

- unauthorised access,
- misuse,
- loss,
- disclosure,
- or alteration.

However, no online transmission or storage system can be guaranteed completely secure.

15. Your Rights

Under UK GDPR, you have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information
- Request restriction of processing
- Object to processing
- Request transfer of your data
- Withdraw consent at any time
- Object to direct marketing
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us using the details provided above.

16. Complaints

If you have concerns regarding how your information is handled, please contact us first so we can try to resolve the issue.

You also have the right to complain to:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Telephone: 0303 123 1113

17. Changes To This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- legal changes,
- regulatory requirements,
- business changes,
- or updates to our services and systems.

The latest version will always be available on our website.

Wrights Residential Lettings Ltd

Trowbridge, Wiltshire, United Kingdom