



PRIVACY PROMISE

Website

Privacy

Policy

Effective date: September 2025

Last reviewed: September 2025

Our Privacy Promise

At Fardella & Bell Estate Agents, your trust means everything to us. Whether you're selling your family home, buying your first place, or simply browsing what's on the market, we want you to know that your personal information is safe in our hands.

This page explains how we collect, use, and protect your data in plain English.

Who We Are

Fardella & Bell Limited, trading as Fardella & Bell Estate Agents, is a private limited company registered in England and Wales (Company No. 12635412).

- Trading address: 143 Burnley Road, Padiham, Burnley, BB12 8BA
- VAT registration number: 419823086
- ICO registration number: ZA765502
- Member of The Property Ombudsman (T08479)

We are the data controller of the personal information collected on this website.

What We Collect

When you use our website, we may collect:

- Information you provide through forms (e.g. name, email, phone number).
- Technical data such as IP address, browser type, and pages visited.
- Cookie data (see our Cookie Policy for details).

When you deal with us, we may ask you for:

- Basic details such as your name, phone number, email and address.
- ID and financial details such as things like proof of identity and proof of funds (because the law says estate agents must carry out anti-money laundering checks).
- Property details such as information about the home you're buying, selling, or renting with us.
- Conversations such as copies of emails, calls, and messages, so we can keep track of what's been agreed.



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Why We Collect It

When you use our website, we use your personal information to:

- Respond to your enquiries.
- Provide you with information about our services (if you consent).
- Improve our website and services through analytics.
- Comply with legal or regulatory requirements.

We you deal with us, we use your information to:

- Help you move home by marketing properties, arranging viewings, negotiating offers, and keeping the sale or let moving forward.
- Stay compliant as the law requires us to run checks to prevent fraud and financial crime.
- Keep you updated by sending you details of properties or services that match what you're looking for (if you've asked us to).
- Improve what we do, so we can keep raising the bar in the property industry.

Who We Share It With

Sometimes we need to share your details to get the job done. This could include:

- Solicitors, surveyors, mortgage brokers or financial advisers involved in your move.
- Trusted contractors such as photographers, EPC providers, or board companies.
- Compliance providers (for ID and money-laundering checks).
- Legal or regulatory bodies, if we are required to do so.
- IT service providers (to maintain our website and CRM systems).

All data is kept secure, and we require our partners to protect your information.

We will never sell your details to third parties.

Analytics & Cookies

We use Google Analytics to understand how our website is used. This information is anonymised and cannot identify you.

Our website also uses cookies to:

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- Improve site functionality.
- Analyse visitor traffic.
- Deliver relevant advertising.

You can control cookies via your browser settings or opt out of Google Analytics at [Google's opt-out tool](#).

How Long We Keep It

We only keep your information for as long as we need to:

- 5 years for compliance records (as the law requires).
- 7 years for property transactions (for tax and accounting).
- Marketing contact details until you unsubscribe if you've signed up to receive property alerts or newsletters.
- Website Enquiry form details: kept for up to 12 months unless you become a client.
- Technical/cookie data: kept in line with our Cookie Policy.

Your Rights

You are always in control of your data. You can:

- Ask us what personal data we hold about you.
- Request changes or corrections if something isn't right.
- Ask us to delete your information (where legally possible).
- Change your mind about receiving marketing messages at any time.

Keeping Your Data Safe

We use secure systems, password protection, and staff training to make sure your information stays private and protected.

Questions or Concerns?

If you'd like to know more, make a request, or update your preferences, get in touch:

Data Protection Lead – David Mason

Email: david@fbestateagents.co.uk | Tel: 01282 968668

If you ever feel we've not handled your information properly, you can also raise a concern with the Information Commissioner's Office (ICO) at www.ico.org.uk.

Changes to This Policy

We review this policy regularly and will post updates on this page.



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