

Data Analysis

Data Analysis

1.0	Data Purpose	Initial registration of a prospective buyer or prospective tenant
2.0	Data Controller	Barton Wyatt Ltd
3.0	Data Representative's Contact Details	<ol style="list-style-type: none"> 1. Name – James Wyatt 2. Email – data.protection@bartonwyatt.co.uk 3. Telephone N^o - 01344 843 000
4.0	Category of Data Subject(s) covered by this purpose	Prospective Buyers and Prospective Tenants
5.0	Data Collected	<p>Personal Data:</p> <ol style="list-style-type: none"> 1. Name 2. Correspondence Address 3. Telephone Number(s) 4. Email Address <p>Other non-Personal Data Collected as part of this "Purpose"</p> <ol style="list-style-type: none"> 1. Property preferences
6.0	Lawful Basis	(place an X against the chosen basis – only one)
6.1.	Public task: the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law	
6.2.	Vital interests: the processing is necessary to protect someone's life	
6.3.	Legal obligation: the processing is necessary for you to comply with the law (this does not include contractual obligations - above)	
6.4.	Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract	
6.5.	Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests (Legitimate Interests Assessment)	✓
6.6.	Consent: the individual will be required to give clear consent for you to process their personal data for a specific purpose.	
7.0	Retention Policy	15 years from the date of the final communication from the data subject with Barton Wyatt
8.0	Retention Justification	On the advice of the Company's insurers Barton Wyatt should retain data for 15 years in order to defend any claim against the business.

9.0	Privacy Notice	Reference or Hyperlink	
10.0	Potential Future Uses	10.1.	Nil

Data Subject Rights

	To be Informed	Access	Rectification ¹	Erasure ²	Restrict Processing ³	Data Portability ⁴	Objection ⁵	Automated Decision – making / Profiling ⁶
Public Task	✓	✓	✓	✗	✓	✗	✓	N/A
Vital Interest	✓	✓	✓	✗	✓	✗	✗	N/A
Legal Obligation	✓	✓	✓	✗	✓	✗	✗	N/A
Contract	✓	✓	✓	✗ ⁷	✓	✓	✗	See Note
Legitimate Interest	✓	✓	✓	✓	✓	✗	✓	N/A
Consent	✓	✓	✓	✓	✓	✓	✓	See Note

¹ Data does not have to be rectified if the “[request is manifestly unfounded or excessive.....](#)”

² Basically, data can only continue to be held if there is an overriding justification. [For more detailed guidance see the ICO website.](#)

³ In basic terms you retain (record) the data but do nothing with it except store it. This is often a prelude to facilitating another Right.

⁴ For more information visit the [ICO website.](#)

⁵ The Right to Object is absolute in connection with Direct Marketing, but in other situations it is not necessarily absolute. More information regarding the Right to Objection is available on the [ICO Website.](#)

⁶ Automated decision making should only be taking place if necessary for the performance of a contract or authorised by the Member State or with the Data Subject’s expressed consent. More information is available on the [ICO Website.](#)

⁷ Depends on the retention justification. See point 2 above.

Data Mapping

Inbound Data

11.0	Data Sources (Note – where personal data comes indirectly into the Company the Data Subject must be advised within a reasonable period (no greater than one month) that Barton Wyatt is holding their personal data)		
	Name of data source	Direct	Indirect
11.1.	Company's own website	✓	
11.2.	In Touch Screen (at office window)	✓	
11.3.	Telephone contact	✓	
11.4.	Walk-in	✓	
11.5.	Search Agent		✓
11.6.	Referral		✓
11.7.	Rightmove		✓
11.8.	On The Market		✓
11.9.	Existing client (vendor or landlord)	✓	
11.10.	Employer (on behalf of the data subject who is relocating due to work)		✓
11.11.	Schools (passing on the details of parent relocating to the area)		✓

Internal Activities

12.0	Information Asset Register	
	Activity / Purpose	Location
12.1.	Clarks Cloud CRM database (and associated Amazon Web Service data storage facility)	Cloud based inside EEA
12.2.	Veco CRM database (stored in on premise server)	Office
12.3.	Employees own "day book"	Office
12.4.	Office diary (paper based)	Office
12.5.	MS Outlook (emails and calendar)	Office
12.6.		
12.7.		

Outbound Activities

13.0		Data Sharing			
	Name of third party	Referenced in Privacy Statement	Transfer Outside EEA	Documented Terms & Conditions	Retention Period
13.1.	Clarks Computer Systems Ltd (and Amazon Web Services Inc)	YES / NO		YES / NO	
13.2.	Eurolink Technology Ltd (Veco - CRM)	YES / NO		YES / NO	
13.3.	OneCom Ltd	YES / NO		YES / NO	
13.4.	Jaijo Ltd (web developers)	YES / NO		YES / NO	
13.5.	In Touch Display Ltd (window screen)	YES / NO		YES / NO	
13.6.	The Property Ombudsman	YES / NO		YES / NO	
13.7.	The Brunel Group - insurers	YES / NO		YES / NO	
13.8.		YES / NO		YES / NO	
13.9.		YES / NO		YES / NO	
13.10.		YES / NO		YES / NO	
<p>Note: Where a third party can not be specifically referenced (named) thought should be given as to how this “party” might be specifically referenced elsewhere, so the data subject can know who (specifically) their data will be shared with and this referencing mechanism should be included in the Privacy Notice.</p>					

Legitimate Interests Assessment

LIA (where applicable – Para 5.5)

1. What is the Legitimate Interest being claimed:	To provide the Data Subject with information regarding properties for purchase or rent
2. Is this processing necessary? (Justification):	Without processing the Data Subject’s personal data, it would not be possible to provide them with the service they are requesting
3. Balance the benefits to the Business versus the Risks to the Data Subjects Privacy and Rights (Risk Assessment):	The data is held on secure servers and in a secured office so the risk to the Data Subject’s privacy is judged to be low, and the benefit to the Data Subject is considered to be greater