

Customers purchasing or looking to purchase a home

This privacy information should be read alongside the main customer privacy notice.

To provide an effective and efficient service to those wishing to buy a property from LiveWest, we will need to collect and use your personal data. The lawful basis for this processing is:

- Contract
- Legitimate Interest
- Legal Obligation

(Descriptions of the lawful basis can be found in the customers and members of the public privacy notice)

How does LiveWest collect customer data?

To purchase a property from LiveWest, it will be necessary to collect personal data. We will collect data in the following ways:

- Information provided by the customer at the expression of interest stage
- Information from conveyancing solicitors provided on the customers behalf
- Correspondence between customers and LiveWest regarding the progression of the purchase
- Contacts and correspondence with estate agents and mortgage lenders
- Updates from developers and builders
- Information from solicitors

If you express an interest in purchasing a LiveWest property by contacting our Sales Team or via our website, you are consenting to receive marketing. You can also opt-in to receive marketing information regarding up-and-coming developments in your area. LiveWest will only contact you regarding the properties that you have expressed an interest in, and you can opt-out at any time by contacting our sales team on 0800 027 9801 or via newhomes@livewest.co.uk

Sharing personal data

To ensure the smooth purchase of a property, we may share personal data with:

- Lenders
- Solicitors
- Regulators such as The Council of Mortgage Lenders
- Contractors and developers
- Local authorities

This is not an exhaustive list and there will be occasions where LiveWest shares data when legally allowed to do so.

How long does LiveWest keep customer data?

LiveWest will retain information regarding purchase of a property for 12 years following the completion of the sale. Following the 12 years retention period, LiveWest will delete or securely destroy the data.