



Privacy Notice

Who we are

We are Cheshire Peaks & Plains Housing Trust Limited (“Peaks & Plains”, “us”, “we”, “our”). We are a limited company registered in England and Wales under registration number RS007528 and we have our registered office at The Ropewalks, Newton Street, Macclesfield, Cheshire, SK11 6QJ. We are registered with the UK supervisory authority, Information Commission (“IC”) in relation to our processing of Personal Data under registration reference Z9530780.

Unless we notify you otherwise, we are the controller of the Personal Data we process about you. This means that we decide what Personal Data to collect and how to process it.

Purpose of this Privacy Notice

This page explains why we ask you for Personal Data, what we do with it, who we share it with, how long we keep it and how we protect it. It also explains your rights under the UK General Data Protection Regulation (UK GDPR). If you have any questions or wish to make a complaint, you can contact us using the information provided below under the ‘How to contact us and our Data Protection Officer’ section.

Who this privacy notice applies to

This privacy notice applies to you if:

- You visit our website
- You contact us by email, telephone, live chat or in person
- You are an existing, former or potential customer of ours (i.e. you are an existing, former or potential tenant of ours)
- You are a business associate of ours (e.g. you are an existing, former or potential supplier of ours)
- You sign up to receive newsletters and/or other communications from us, or you otherwise engage with us
- You have any other involvement with us not referred to above

This privacy notice does not apply to job applicants, employees or board members.

What is Personal Data?

The term ‘Personal Data’ means any information from which someone can be identified either directly or indirectly. For example, you can be identified by your name or an online identifier.

‘Special Category Personal Data’ is more sensitive Personal Data and includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purposes of uniquely identifying someone, data concerning physical or mental health or data concerning someone’s sex life or sexual orientation.



Why we collect Personal Data

We aim to offer a great service. To allow us to do this effectively, we sometimes need to know details about you and your personal situation including information about you which is very private or sensitive. For example, details about your financial situation, ethnicity, religion or health and medical issues.

How we collect your Personal Data

We collect most of the Personal Data directly from you in person, by telephone, text, live chat, email and/or via our website.

However, we may also collect your Personal Data from third parties, such as others to whom you have already provided consent.

How we Contact you

When contacting you in relation to any of the purposes set out in this privacy notice, we may do so via post, email, SMS Text message and/or WhatsApp. This list is not exhaustive and may change as technology changes.

We will endeavour to use your “Preferred Contact Method” in the first instance.

Personal Data we collect, how we use it, our lawful basis and retention periods

The type of Personal Data we collect about you, how we use it, our lawful basis and how long we keep it will depend on our relationship with you. Please see the table below for further details:

Type of individual	Type of Personal Data	Purpose	Lawful Basis for Processing	Retention Period
Prospective tenants (applicants)	Name, address, email address, phone number, information relevant to your tenancy application such as former landlord’s reference, financial details, housing needs, identity information etc.	To assess your application for housing	Contract	2 years from the date your application ended
Tenants	Name, address, email address, phone number, tenancy related details such as rent schedule, enquiries, complaints, breaches or suspected breaches of tenancy, allegations etc.	To provide you with our services, administer your tenancy and attend to any related matters arising, contact you with details of any service changes, identify you in communication.	Depending on the circumstances, we will do this to comply with: <ul style="list-style-type: none"> the Tenancy Agreement (contract) our obligations as a landlord (legal obligation) 	For as long as your tenancy continues and up to 10 years from the date your tenancy ends
Former tenants	Name, address, email address, phone number, information relevant to your tenancy and tenancy application such as rent schedule, enquiries etc.	To satisfy legal, regulatory and insurance purposes	Legal obligation	10 years from the date your tenancy ended
Tenants, former tenants and prospective tenants	Name, address, email address, phone number	For marketing, about products and services we think might be suitable for you	Consent	10 years from the date your tenancy ended or 1 year from the application date

Type of individual	Type of Personal Data	Purpose	Lawful Basis for Processing	Retention Period
Business associates	Name, work email address, work phone number, name of the company you work for.	For marketing, about products and services we think might be suitable for you unless you tell us not to send you information	Legitimate interests / consent	2 years from the date of last meaningful contact
Potentially all individuals mentioned above	Potentially all of the information listed above	To comply with the law, this may include sharing your information with regulators	Legal obligation	6 years from the date of creation, if not specified elsewhere in this document.
Individuals contacting Us via the telephone	Telephone recordings	To check we've acted on your instructions correctly and to make sure that we provide the very best service. We may also monitor calls for security and training purposes.	Legitimate interests	12 months from the date of the recording
Visitors to Ropewalks or any of our premises where we operate CCTV	Images of individuals in the form of video recordings. No audio is recorded.	To maintain a safe and secure environment.	Legitimate interests	12 months from the date of the recording
Visitors to Ropewalks or any of our premises	Images of individuals in the form of video recordings. No audio is recorded.	For the purposes of the prevention, detection and for the investigation of crime and for the	Recognised legitimate interests	12 months from the date of the recording

Type of individual	Type of Personal Data	Purpose	Lawful Basis for Processing	Retention Period
where we operate CCTV		apprehension or prosecution of offenders		
Individuals visiting our website	We collect the following information: Device and browser data, such as IP address, information about your device and browser settings	Various purposes – see our cookie notice on our website	Consent	Various – see our cookie notice



Who we may share your Personal Data with

We may share your Personal Data with third parties in connection with the purposes set out in this Privacy Notice. These third parties, where necessary, may include:

- our contractors, business partners, suppliers and sub-contractors who may process information on our behalf
- advertisers & social media platforms
- legal service providers
- IT service providers
- local authorities and other public bodies, including the police
- our outsourced Data Protection Officer

The reasons we may have to share your Personal Data are to make sure we can;

- set up and administer your account correctly
- give you a high standard of service
- help prevent fraud and money laundering
- obtain professional/legal advice
- understand your needs and preferences
- offer you relevant products and services unless you tell us not to.
 - With your consent, the organisations we share your Personal Data with may contact you (by post, email, SMS message and/or WhatsApp) to tell you about carefully selected products, services or offers that we believe might interest you. The products and services may not be related to your housing needs. You can withdraw your consent at any time by contacting us as shown in the “Contact Us” section, or by clicking unsubscribe in any emails you may receive from them. This won’t end your communications or relationship with Peaks & Plains Housing Trust.

If we were unfortunate to lose you as a customer and you apply for another property with a different landlord, we may have to pass information on to help your move happen as smoothly as possible. The information we share in this case is your payment history, any anti-social behaviour and how long you have been in your property.

International Transfers

Your Personal Data will not be processed outside the UK.

We may adopt supplementary measures, where necessary. (A copy of the IDTA can be found here [international-data-transfer-agreement.pdf \(ico.org.uk\)](#))



Your data protection rights

You have certain rights under the processing of your Personal Data, including:

- **Right to be informed.** of how we use your Personal Data. We do this using this Privacy Notice.
- **Right to access.** your Personal Data (commonly known as a “Subject Access Request”). This enables you to receive a copy of the Personal Data we hold about you.
- **Right to rectification.** of the Personal Data that we hold about you. This enables you to have any incomplete or inaccurate Personal Data we hold about you corrected.
- **Right to erasure.** of your Personal Data. This enables you to ask us to delete or remove Personal Data.
- **Right to object to processing.** of your Personal Data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.
- **Right to restrict of processing.** of your Personal Data. This enables you to ask us to suspend the processing of your Personal Data, for example if you want us to establish its accuracy or the reason for processing it.
- **Right to portability (transfer).** of your Personal Data to another party.
- **Automated decision-making.** We do not carry out this type of processing.
- **Right to withdraw consent.** In the limited circumstances where you may have provided your consent to the processing of your Personal Data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your Personal Data for the purpose or purposes you originally agreed to, unless we have another legitimate basis or legal requirement for doing so.

If you wish to withdraw your consent, please email trust@peaksplains.org

How to exercise your rights

If you wish to exercise your rights, you may contact us using the details set out below within the section called ‘How to contact us and our Data Protection Officer’. You will not have to pay a fee to access your Personal Data or to exercise any of the other rights. However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to verify your identity before we can process a request from you to exercise any of the above rights. This is another appropriate security measure to ensure that Personal Data is not disclosed to any person who has no right to receive it. Once we have verified your identity, we will process your request without undue delay and within one month. In some cases, such as with complex requests, it may take us longer than this and, if so, we will keep you updated.



Complaints

You have the right to complain if you consider that we have not complied with the data protection law when handling your Personal Data. We will acknowledge receipt of your complaint within 30 days, investigate the matter without undue delay, and keep you informed of the progress and outcome. If you wish to complain please use the contact details given below under “How to contact us and our Data Protection Officer”. We will do our best to resolve the matter to your satisfaction.

If you are not satisfied with the outcome of your complaint, you can complain to the Information Commission who can be contacted as follows:

Contact us ICO	Or by post: Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF
Or by telephone: 0303 123 1113	

How to contact us and our Data Protection Officer

If you want to withdraw consent, please email trust@peaksplains.org

If you want to exercise any of your other rights or wish to complain you can contact us as follows: privacy@peaksplains.org

The Data Protection Officer
Peaks & Plains Housing Trust
Ropewalks
Newton Street
Macclesfield
SK11 6QJ

Changes to this privacy notice

We may update this notice (and any supplemental privacy notice), from time to time as shown below. We will notify of the changes where required by applicable law to do so.

Last modified 18th June 2026