



CHESHAM
PROPERTY
LONDON

35 Berkeley Square, Mayfair, London W1J 5BF
www.cheshamproperty.com

Privacy Policy Notice

Chesham Property London Ltd.
Last updated: 29 October 2026

We respect your privacy and take care with the personal information entrusted to us. This notice explains what information we collect, how and why we use it, who we share it with and the rights available to you.

1. Who we are

Chesham Property London Ltd ("CPL", "we", "us" or "our") provides property management, home management, rental search and related property services.

We are registered in England and Wales under company number 13139579. Our registered office is 35 Berkeley Square, Mayfair, London, W1J 5BF.

Our Information Commissioner's Office registration reference is ZB232209.

For privacy enquiries or to exercise your rights, please contact:

Mrs Camilla Chesham

Email: cami@cheshamproperty.com

Post: Chesham Property London Ltd, 35 Berkeley Square, Mayfair, London, W1J 5BF

This notice applies to clients, prospective clients, property owners, occupiers, authorised representatives, contractors, professional contacts, callers and website visitors. Employment and recruitment information is covered separately.

We act as a controller where we decide why and how personal information is used. Where we process information solely on a client's documented instructions, we act as a processor and the client's privacy information also applies.

2. Information we collect

Depending on your relationship with us and the services requested, we may collect:

- Identity and contact information: names, addresses, telephone numbers, email addresses and details of authorised representatives.



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- Client and service information: correspondence, instructions, preferences, contracts and records of services provided.
- Property information: property addresses, ownership details, access arrangements, key records, inspection reports, maintenance records and relevant photographs.
- Rental search information: preferred locations, rental budgets, property requirements, intended moving dates and relevant information about proposed occupiers.
- Verification information: passports, proof of address and, where relevant, company ownership information and evidence of authority to instruct us.
- Financial information: invoices, payment details, transaction records and accounting information.
- Communication records: call recordings, transcripts, summaries, associated analysis, telephone numbers and call times.
- Other relevant information: complaints, incidents, insurance matters, website enquiries and technical information needed to operate our website.

We do not routinely request health, disability or criminal-record information. Please avoid providing sensitive information unless it is relevant and necessary. Where we need to use such information, we identify the additional legal conditions required before doing so.

3. Where information comes from

We obtain information directly from you and from people authorised to act on your behalf.

We may also receive relevant information from property owners, occupiers, estate and letting agents, building managers, concierges, contractors, professional advisers and other parties involved in providing our services.

Where applicable, we may obtain company or property information from public registers, such as Companies House or HM Land Registry.

Where we receive personal information about someone from another source, we provide appropriate privacy information within the applicable legal timescales, unless an exemption applies.

4. Why we use information

We use personal information only where we have an appropriate lawful basis.

Enquiries and client services

To respond to enquiries, prepare proposals and arrange or provide services. We rely on taking steps at your request before entering into a contract, or performing a contract with you. For



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corporate-client contacts and other enquiries, we rely on our legitimate interests in providing and administering our services.

Property management and home management

To coordinate access, inspections, maintenance, contractors and communications. We rely on contract where applicable and our legitimate interests in delivering services, protecting property and maintaining accurate records.

Rental search services

To understand your requirements, identify suitable properties, arrange viewings and communicate with agents or other relevant parties on your behalf. We rely on contract or steps requested before entering into a contract. Where information relates to other proposed occupiers or representatives, we rely on legitimate interests where appropriate.

Identity and authority checks

To verify identity and authority to instruct us and reduce fraud. We rely on legitimate interests where checks are not legally mandated, and on legal obligation where a specific statutory requirement applies.

Payments and accounting

To administer invoices, payments and accounts. We rely on contract where applicable, legitimate interests in financial administration and debt recovery, and legal obligations relating to accounting and tax records.

Calls and AI-assisted administration

To maintain accurate records, support training and service quality, summarise communications and help resolve disputes. We rely on legitimate interests, subject to assessing necessity, proportionality and the impact on individuals.

Complaints, incidents and legal matters

To investigate events, manage insurance matters and establish, exercise or defend legal rights. We rely on legitimate interests or a specific legal obligation where applicable.

Emergencies

To protect someone's life where the conditions for relying on vital interests are met.

Optional marketing

To send promotional emails or newsletters to people who have actively subscribed. We rely on consent, which can be withdrawn at any time.

Where we rely on legitimate interests, we consider the purpose, whether the use is necessary and its impact on individuals.



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If particular information is required by law or under a contract, we explain this when requesting it and tell you the consequences of not providing it. Without necessary information, we may be unable to verify instructions or provide the requested service.

5. Telephone calls and artificial intelligence

Call recording and analysis

We use Aircall to record incoming and outgoing business calls. Automated announcements notify callers of recording.

We use recordings, transcripts and summaries to maintain accurate records, support training and service quality and help resolve queries or disputes.

We also use sentiment analysis, which generates an automated indication of the tone expressed during a conversation. These indications may assist our review of communications but can be inaccurate and are not treated as established facts about a person.

Team members can access their own calls, and the Director can access all calls. Authorised service providers also process relevant information to supply these services.

If you have concerns about recording or associated analysis, please tell us. We will consider your objection and whether another suitable communication method is available. Continuing a call is not treated as blanket consent to all uses of your information.

AI-assisted administration

We use ChatGPT Business to assist with activities such as drafting, summarising and reviewing information relevant to our work.

Our workspace is configured with model training disabled. This does not mean that information is not processed or stored by the provider.

Automated transcripts, summaries and analysis can contain errors. They support our work and require appropriate human checking where accuracy matters.

Identity and authority checks are reviewed by a person. We do not make decisions based solely on automated processing that produce legal or similarly significant effects on individuals.

6. Who we share information with



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Where necessary and lawful, we share relevant information with:

- Property owners and their authorised representatives.
- Occupiers, estate and letting agents, building managers and concierges.
- Contractors and other service providers.
- Banks, accountants, solicitors and insurers.
- The Property Redress Scheme.
- Regulators and public authorities, including HMRC and the National Crime Agency, where disclosure is legally required or otherwise lawful.

Our business systems include:

- Google Gmail and Google Drive: email, documents and storage.
- Trello: task coordination.
- Aircall: telephone services, recordings and associated analysis.
- FreshBooks: accounting.
- Adobe: contracts and electronic signatures.
- ChatGPT Business: AI-assisted administration.
- Wix: website hosting and related functionality.
- Google Search Console: information about our website's presence in Google Search.

We limit information shared to what is relevant to the purpose.

Where a provider processes information on our behalf, applicable data-processing arrangements govern its use. Some recipients act as independent controllers for their own legal or professional purposes.

7. Information accessed or processed outside the UK

Our Director may access CPL systems while travelling, including in the United States, European countries and Georgia. Access within the same legal entity does not, by itself, constitute a restricted international transfer. Appropriate security measures remain necessary.

Our cloud providers operate internationally. Personal information may be stored or accessed outside the UK, including in the United States, Europe and other locations used by providers and their subprocessors. Wix's published arrangements also identify Israel.

Where processing involves a restricted international transfer, the transfer must be covered by an applicable UK legal mechanism. This may include UK adequacy regulations or appropriate contractual safeguards, such as the UK International Data Transfer Agreement or the UK



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Addendum to standard contractual clauses, together with any required assessment and additional protections.

Please contact us for details of the transfer arrangements relevant to your information and how to obtain a copy of applicable safeguards.

8. How long we keep information

We retain personal information only for as long as necessary for the relevant purpose, taking account of legal requirements and any specific complaint, investigation or claim.

Client and property-management records

Our normal retention period is five years after the client relationship ends. This is CPL's general business policy rather than a single statutory period applying to every record. Information that is no longer necessary may be deleted earlier, including unnecessary duplicate identity documents.

Call recordings

Aircall recordings are normally deleted after one year. A recording relevant to an incident, complaint or legal matter may be retained for longer where necessary. The Director reviews these exceptions.

Transcripts, summaries and associated analysis

Retention depends on whether the material is needed for an active service, forms part of a necessary client or property record, or is relevant to a specific incident, complaint or claim. Copies are not retained indefinitely simply because the original recording has been deleted.

Accounting and tax records

These are subject to separate statutory requirements, generally six years from the end of the last company financial year to which they relate, and longer where legally required.

Enquiries that do not become client relationships

Retention depends on whether follow-up remains active and whether a specific complaint or legal issue requires the record.

Marketing records

Subscription information is retained while the subscription is active. A limited suppression record may be kept after an opt-out to prevent further marketing.



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We review retained information and delete or anonymise it when it is no longer needed. Where records are kept beyond normal periods for a specific reason, retention is reviewed when that reason ends.

9. Website & marketing

Our website is hosted by Wix and displays a cookie banner. You can manage cookie preferences through the controls available on the website and in your browser.

Essential technologies support website operation, security and functionality. Optional technologies requiring consent must only be used after the appropriate consent.

We use Google Search Console to understand our website's presence in Google Search.

We send optional promotional emails or newsletters only after an active subscription. You can withdraw consent using the unsubscribe option or by contacting us. Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn.

Essential service communications, such as inspection arrangements and invoices, are separate from marketing.

10. Your rights

Depending on the circumstances and applicable legal conditions, you may have the right to:

- Obtain access to your personal information.
- Ask us to correct inaccurate or incomplete information.
- Request deletion of your information.
- Request restriction of its use.
- Receive eligible information in a portable format or have it transferred.
- Withdraw consent where we rely on it.

These rights are subject to applicable conditions and exceptions. We may request proportionate information to verify your identity.

We normally respond within one month, subject to any extension or clarification permitted by law.

Your right to object



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You may object to processing based on legitimate interests on grounds relating to your particular situation. We must then stop that processing unless we can demonstrate compelling legitimate grounds that override your interests, rights and freedoms, or the information is needed for legal claims.

You can object to the use of your personal information for direct marketing at any time. We will stop using it for that purpose.

To exercise a right or raise a concern, email cam@cheshamproperty.com or write to our registered office.

11. Complaints

Please contact us if you are concerned about how we use your personal information so that we can investigate and respond.

You also have the right to complain to the UK Information Commissioner's Office:

Website: <https://ico.org.uk/make-a-complaint/>

Telephone: 0303 123 1113

You do not need to contact us before exercising your right to complain to the ICO.

12. Changes to this notice

We may update this notice as our services, systems or legal requirements change.

The published version will show its latest update date. Where required, we will bring material changes to your attention. If we intend to use personal information for a new purpose, we will provide the necessary privacy information before doing so.