

West Bromwich Homes Limited Third Party Privacy Notice.

Your personal information and what we do with it April 2026

Your personal information and what we do with it

Although you may not have direct contact with West Bromwich Homes Limited, we hold your personal information as a result of your role as guarantor with us and/or your relationship with Leaders Roman Group. Leaders Roman Group is engaged by West Bromwich Homes Limited to provide certain services in relation to the lettings and administrative functions of West Bromwich Homes Limited.

West Bromwich Homes Limited is a wholly owned subsidiary of West Bromwich Building Society. This privacy notice therefore applies to your personal information.

The meaning of some terms that we use in this privacy notice:

Process or processing includes everything we do with your personal information from its collection, right through to its destruction or deletion when we no longer need it. This includes for instance collecting it (from you), obtaining it (from other organisations), using, sharing, storing, retaining, deleting, destroying and transferring it overseas.

Legitimate interests is mentioned in our privacy notice because data protection laws allow the processing of personal information where the purpose is legitimate and is not outweighed by your interests, fundamental rights and freedoms. Those laws call this the legitimate interests legal ground for personal data processing.

Who we are and how to contact us and our Data Protection Officer

West Bromwich Homes Limited of 2 Providence Place, West Bromwich B70 8AF, is a data controller of your personal information. This means information that is about you or from which you can be identified. This privacy notice describes how we deal with your personal information. We are the data controller of this information under relevant data protection laws because in the context of our business relationship with you we decide how and why it is processed in the ways explained in this privacy notice. When we use terms such as we, us and our in this notice, we mean West Bromwich Homes Limited. Where we use terms such as you and yours, we mean the tenant or prospective or former tenant to whom this notice is given.

Where this notice is given to more than one person it is given to each of you separately.

Our Data Protection Officer can be contacted at any time including if you have queries about this privacy notice or wish to exercise any of the rights mentioned in it.

This privacy notice may be updated from time to time. You should check the webpage [www.westbrom.co.uk/ subs-privacy-notice](http://www.westbrom.co.uk/subs-privacy-notice) regularly so that you can read the up to date version.

What kinds of personal information about you do we process?

This includes:

- Your title, full name, your contact details, including for instance your email address, home and mobile telephone numbers;
- Your home address, correspondence address (where different from your home address) and address history;
- Your date of birth and/or age; and
- Your nationality, if this is necessary for us to comply with our legal and regulatory requirements.

What are the legal grounds for our processing of your personal information (including when we share it with others)?

Data protection laws require us to explain what legal grounds justify our processing of your personal information (this includes sharing it with other organisations). For some processing more than one legal ground may be relevant (except where we rely on a consent). Here are the legal grounds that are relevant to us:

- 1) Processing necessary to perform our contract with you:
 - a) Administering and managing a tenancy agreement and services relating to that, updating your records, tracing your whereabouts to contact you about a tenancy and doing this for recovering debt; and
 - b) All stages and activities relevant to managing the tenancy agreement including enquiry or application, administration and management of the tenancy.
- 2) Where we consider that, on balance, it is appropriate for us to do so, processing necessary for the following legitimate interests which apply to us and in some cases other organisations (who we list below) are:
 - a) Administering and managing a tenancy agreement and services relating to that, updating your records, tracing your whereabouts to contact you about a tenancy agreement and doing this for recovering debt;
 - b) To adhere to guidance and best practice under the regimes of governmental and regulatory bodies such as HM Revenue and Customs (HMRC), the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and the Financial Services Compensation Scheme;
 - c) For management and audit of our business operations including accounting;
 - d) To carry out monitoring and to keep records;
 - e) To administer our good governance requirements and those of other members of the West Bromwich Building Society Group and Leaders Roman Group; and

- f) When we share your personal information with these other people or organisations:
- Members of the West Bromwich Building Society Group and Leaders Roman Group;
 - Our legal and other professional advisers, auditors and actuaries; Financial institutions and trade associations;
 - Governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and the Financial Services Compensation Scheme;
 - Other organisations and businesses who provide services to us such as debt recovery agencies, back up and server hosting providers, IT software and maintenance providers, document storage providers and suppliers of other back office functions;
 - Buyers and their professional representatives as part of any restructuring or sale of our business or assets;
 - Actual or proposed transferees, acquirers or assigns of all or part of our rights and obligations;
 - Any party with whom we or our agents have, or are considering entering into, a contractual agreement in relation to a tenancy agreement;
 - Credit Reference Agencies and their professional advisers; and
 - Market research organisations who help us to develop and improve our products and services.
- 3) Processing necessary to comply with our legal obligations:
- a) For compliance with laws that apply to us;
 - b) For establishment, defence and enforcement of our legal rights or those of any other member of the West Bromwich Building Society Group and Leaders Roman Group;
 - c) For activities relating to the prevention, detection and investigation of crime;
 - d) To carry out identity checks, anti-money laundering checks, and checks with Fraud Prevention Agencies;
 - e) To carry out monitoring and to keep records;
 - f) To deal with requests from you to exercise your rights under data protection laws; and
 - g) To process information about a crime or offence and proceedings related to that (in practice this will be relevant if we know or suspect fraud).
- 4) Processing with your consent:
- a) When you request that we share your personal information with someone else.
- 5) Processing for a substantial public interest under laws that apply to us where this helps us to meet our broader social obligations such as:
- a) Processing of your special categories of personal data such as about your health or your personal circumstances;
 - b) Processing that we need to do to fulfil our legal obligations and regulatory requirements; and
 - c) When we share your personal information or details of your personal circumstances with other people and organisations such as members of the West Bromwich Building Society Group, the Leaders Roman Group, your relatives, social services, your carer or the person who has power of attorney over your affairs.

How and when can you withdraw your consent?

Much of what we do with your personal information is not based on your consent, instead it is based on other legal grounds. For processing that is based on your consent, you have the right to take back that consent for future processing at any time. You can do this by contacting us using the details on page 2.

Is your personal information transferred outside the UK?

We may transfer your personal information to one of our suppliers outside the UK, but only where adequate protection measures are in place in compliance with data protection laws. For example, transfers of your personal information to the EU/EEA are permitted under the EU's UK GDPR adequacy decision. For transfers to countries without an adequacy decision, we will safeguard your personal information by putting in place data transfer agreements based on the applicable Standard Contractual Clauses and/or make use of other appropriate data transfer mechanisms. We will further protect your personal information by always using encryption methods whereby such information is converted into a code only readable by the organisation to which it is sent.

Cookies

We use cookies on our website. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookies Policy here: www.westbrom.co.uk/privacy-and-security-centre/cookies.

Artificial Intelligence (AI)

We and our third parties may use AI in our processing of personal data, this may be used to streamline processes and enhance your customer experience. Any use of AI will not be used for wider public AI learning and will remain within the control of us or our third parties. We will not use AI to make fully automated decisions.

What should you do if your personal information changes?

You should tell us without delay so that we can update our records. The contact details for this purpose are:

Data Protection Officer
West Bromwich Homes Limited
2 Providence Place
West Bromwich
B70 8AF

Do we do any monitoring involving processing of your personal information?

In this section monitoring means any listening to, recording of, viewing of, intercepting of, or taking and keeping records (as the case may be) of calls, emails, text messages, social media messages, in face to face conversations and other communications.

We may monitor where permitted by law and we will do this where the law requires it. In particular, where we are required by the Financial Conduct Authority's regulatory regime to record certain telephone lines or in face to face conversations (as relevant) we will do so.

Some of our monitoring may be to comply with regulatory rules, self-regulatory practices or procedures relevant to our business, to prevent or detect crime, in the interests of protecting the security of our communications systems and procedures, to have a record of what we have discussed with you and actions agreed with you, to protect you and to provide security for you (such as in relation to fraud risks) and for quality control and staff training purposes.

Some of our monitoring may check for obscene or profane content in communications.

We may conduct short term carefully controlled monitoring where this is necessary for our legitimate interests or to comply with our legal obligations. For instance, where we suspect fraud, money laundering or other crimes.

Telephone calls and/or in face to face conversations between us and you in connection with an tenancy may be recorded to make sure that we have a record of what has been discussed and what your instructions are. We may also record these types of calls for quality control and staff training purposes.

How long is your personal information retained by us?

Unless we explain otherwise to you, we will hold your personal information for the following periods:

Retention in case of queries. We will retain the personal information that we need to keep in case of queries from you for 12 months unless we have to keep it for a longer period (see directly below); and

Retention in accordance with legal and regulatory requirements, or in case of claims. We will retain the personal information that we need to keep for the period in which we are required in order to fulfil our legal and/or regulatory requirements, or for the period in which you might legally bring claims against us. This, in practice, means up to 12 years after the relevant relationship you have with us has come to an end or, in some cases, longer where we have reason to believe we need to for any of the reasons stated within this paragraph.

If you would like further information about our data retention practices, contact our Data Protection Officer.

What are your rights under data protection laws?

Here is a list of the rights that all individuals have under data protection laws. They do not apply in all circumstances. If you wish to exercise any of them we will explain at that time if they are engaged or not.

- The right to be informed – we have to be transparent with you about the processing that we do with your personal information. This is why we have a privacy notice.
- The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed in certain circumstances.
- The right to object to processing of your personal information where it is based on legitimate interests, where it is processed for direct marketing communications (including profiling relevant to direct marketing communications) or where it is processed for the purposes of statistics.
- The right to restrict processing of your personal information, subject to certain criteria being met.
- The right to have your personal information erased (also known as the 'right to be forgotten'). This enables an individual to request the deletion or removal of personal information where there is no compelling reason for its continued processing.
- The right to request access to the personal information held about you. You may make a request in writing (including email) or verbally (e.g. by calling us). There is no charge to make such a request and we will aim to respond within one calendar month.
- The right to data portability. This allows individuals to obtain and reuse their personal information for their own purposes across different services; to move, copy or transfer their personal information easily from one environment to another in a safe and secure way without hindrance to usability.
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you. This right allows individuals in certain circumstances to access certain safeguards against the risk that a potentially damaging decision is taken solely

without human intervention.

You have the right to complain to the Information Commissioner's Office which enforces data protection laws:
www.ico.org.uk

Data anonymisation and use of aggregated information

Your personal information may be converted into statistical or aggregated data which cannot be used to re-identify you. It may then be used to produce statistical research and reports. This aggregated data may be shared and used in all the ways described in this privacy notice.

Your marketing preferences and what this means

We may use your home address, phone numbers, email address and social media (e.g. Facebook, Google and message facilities on other platforms) to contact you according to your marketing preferences. This means we do this only if we have a legal ground which allows it under data protection laws. You can stop our direct marketing communications at any time by writing to:

Data Protection Officer
West Bromwich Homes Limited
2 Providence Place
West Bromwich
B70 8AF

Or email our Data Protection Officer at: dataprotection@westbrom.co.uk

Alternatively, you can write to:

Data Protection Officer
Leaders Roman Group
Building 1, Meadows Business Park
Blackwater
Camberley
GU17 9AB

Or email their Data Protection Officer at: dataprotection@lrg.co.uk