

## **Platform Privacy Notice**

Purple Bricks Online Auctions is powered by GOTO Auctions Ltd, which means we provide auction services on behalf of Purple Bricks Online Auction. We are the data controller of personal data processed as part of our auction services.

This notice explains how we will collect, use, disclose, transfer, and store the personal information that we collect from you in relation to the auction services.

It is important that you read this notice together with any other privacy notice or fair processing notice we may give you from time to time, including that applicable to our website available at [www.gotogroup.co.uk](http://www.gotogroup.co.uk) so that you are fully aware of how and why we are using your data. This privacy notice supplements any other notices we provide and is not intended to override them.

### **GOTO Auctions LTd takes data protection seriously**

- We keep to a minimum the information we hold about you.
- We use your data to provide our services to you and to meet our legal obligations.
- We delete your data when it is no longer needed for these things.
- You have privacy rights as an individual.
- We are happy to talk to you about how we process and protect your data.

### **Data Controller Contact Details**

We are GOTO Auctions Ltd, of The Hall Barn Church Lane, Lewknor, Watlington, United Kingdom, OX49 5TP. Company Registration number: 10789493. We are the data controller for the information you provide in relation to our auction services.

You can contact us by telephoning us on 01844 355 023 or by writing to us at [pbonlineauctions@gotogroup.co.uk](mailto:pbonlineauctions@gotogroup.co.uk)

### **How we collect your personal data**

We collect information you provide to us when you register to use the platform, subscribe to any of our services and when you report a problem with our platform, our services, or any of our sites. If you contact us, we will keep a record of that correspondence.

If you are a vendor:

- We receive your name, address, telephone number and email address from Purple Bricks.
- We will collect further information regarding who you are through our auction platform.
- We may collect your financial information in order to process any payments due to you. This information will include your bank account details and other financial information required.

If you are a buyer:

- We collect data through our auction platform.
- We will collect information regarding who you are and your contact details, including your name, address, telephone number, email address.
- We will collect further identity information about you to undertake checks and comply with anti-money laundering requirements. This will be last 3 years of

addresses, along with driving licence details and/or passport detail and/or NI Number.

- We may take your bank or credit card details if you wish to bid in an auction. These details are only taken 7 days before the end of the auction date and are collected by a third-party online payment system.

### **How we use your personal information**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.
- To provide auction services on behalf of Purple Bricks Online Auction.

We use your personal information to respond to your enquiries, deliver the auction services you have requested and pursue breaches of our terms and other policies. We may also use it to develop and improve our products and services as well as for internal purposes, such as auditing, data analytics and research. We will not sell, rent or lease the data we capture to third parties, but we may disclose it in the circumstances set out below in "Disclosure to third parties".

### **Retention Periods**

We hold your data for as long as is necessary to provide you with auction services, or for as long as we are legally obliged to hold the data.

### **Where we store your personal data**

It may sometimes be necessary to transfer personal information outside the territory in which it was collected. When this is needed information may be transferred to countries or territories around the world. Any transfers made will be in full compliance with all aspects of applicable privacy and data protection law.

If you are based in the EEA, whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contractual provisions approved by the European Commission.
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield.

### **Disclosure to third parties**

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We may also disclose your Data to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose such personal data to the prospective seller or buyer of such business or assets.
- If our company, or substantially all of our assets, are acquired by a third party.

- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or in order to enforce an agreement with your employer; or to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- In the event that you are a successful bidder of an auction, we may disclose personal data to Purple Bricks Online Auction so they may update their records to produce a notice of the proposed sale.

### **Protection of Personal Information**

We take precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as against unauthorised access, disclosure, alteration, and destruction.

### **Your rights**

You have lots of rights in respect of our processing of your personal data. The relevant rights are:

- Request a copy of your personal data and information about our processing of it
- Request that we delete information on you if we do not need to hold it
- Request that we correct any personal data that we hold on you
- Request that we stop processing your data, for certain things, eg marketing although we can still hold it
- Request that we move your data to another organisation's IT system electronically
- The right to withdraw consent

If you want to exercise any of these rights, please just contact us on:  
pbonlineauctions@gotogroup.co.uk

You also have the right to lodge a complaint about our processing with a supervisory authority — in the UK that is the ICO whose details are here:

<https://ico.org.uk/global/contact-us/postal-addresses/>

### **Further details**

If you are looking for more information on how we process your personal data including on data security, data retention and lawful processing bases, please access our **website privacy policy**.