



Privacy Policy

At Evergreen Rural Ltd, we understand that land and property management is built on discretion and trust. This policy outlines how we handle your personal information in compliance with the UK GDPR and the Data Protection Act 2018.

1. The Information We Collect

To provide professional surveying and land agency services, we collect data that allows us to identify you and the property or land assets you hold. This includes:

- **Personal Details** - Name, home address, and contact information.
- **Verification Data** - Passport or driving licence copies and residency proof (essential for mandatory Anti-Money Laundering checks).
- **Property Data** - Information regarding land titles, maps, boundary history, tenancies, and valuations.
- **Financial Details** - Bank account information for the distribution of rent or sale proceeds, and tax identifiers (such as UTR or VAT numbers) where relevant to land transactions.
- **Digital Data** - Your IP address and browsing behaviour when using our website, captured via cookies.

2. How We Use Your Information

We process your data only when we have a clear legal basis to do so:

- **Service Delivery (Contract)** - To carry out the instructions you give us, such as managing a farm, conducting a survey, or negotiating a land sale.
- **Legal Compliance** - To meet our statutory obligations, specifically the "Know Your Customer" (KYC) requirements under UK law.
- **Business Operations (Legitimate Interests)** - To manage our professional relationship, maintain our records for insurance purposes, and keep you informed of rural market trends that may impact your assets.

3. Sharing Your Data

We are not a data-sharing business and will never sell your information. We only share data with trusted third parties to facilitate our services:

- **Professional Partners** - This may include your solicitor, accountant, or specialised contractors (like foresters or environmental consultants) involved in your project.
- **Public Bodies** - Specifically, HM Land Registry, the Rural Payments Agency (RPA), or HMRC when required for land registration or tax reporting.
- **Security Providers** - Companies that host our secure digital files and mapping software.

4. How Long We Keep Your Data

In the rural sector, land records often have long-term relevance. We retain client files for 6 years after our professional relationship ends. This timeframe ensures we can comply with legal limitation periods and the requirements of our Professional Indemnity Insurance. For prospective clients who do not eventually instruct us, we hold data for 3 years.

5. Your Rights

You have specific rights over your data, including the right to:

- Request a copy of the information we hold about you.
- Ask us to correct any mistakes in your data.
- Request that we delete your data (provided we are not legally required to keep it).
- Withdraw your consent for marketing updates at any time.

6. RICS Compliance

As a RICS-regulated firm, Evergreen Rural Ltd adheres to the RICS Rules of Conduct for Firms, ensuring your personal and property information is handled with the highest standards of confidentiality and professionalism.

7. Contact & Updates

If you have any questions about your privacy, please contact our Data Lead:

Evergreen Rural Ltd – info@evergreenrural.co.uk

Should you feel we have not handled your data correctly, you have the right to lodge a complaint with our Data Lead or the Information Commissioner's Office (ICO).

8. Updates to This Policy

This policy may be updated periodically. The effective date is shown below. Please check regularly for updates.

December 2025