

Privacy Policy

Last Updated: 16 May 2026

PropertyAlerts.uk ("we," "us," or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, process, and protect your personal data when you use our website and our WhatsApp automated bot service.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Information We Collect

To provide our property alert service, we collect the following personal data:

- **Identity and Contact Data:** Your phone number (used exclusively to send alerts via WhatsApp) and your name (if provided).
- **Preference Data:** Your search filters, including preferred postcodes, geographical areas, property types, price ranges, and frequency preferences.
- **Financial Data:** Payment processing is handled securely via our third-party payment gateways (detailed on our website). We do not directly store your credit/debit card numbers on our servers.
- **Technical Data:** IP addresses, browser types, and usage data when you navigate our website (propertyalerts.uk).

2. How We Use Your Data

We use your personal data to:

- Authenticate your access and run the automated WhatsApp notification loop.
- Filter and match real-time property listings to your specified criteria.
- Process payments and manage your subscription.
- Provide customer support and respond to technical enquiries.

3. Lawful Basis for Processing

Under the UK GDPR, we process your data under the following legal bases:

- **Performance of a Contract:** Processing your phone number and search filters is necessary to deliver the alert service you purchased.
- **Legal Obligation:** For corporate financial accounting and tax tracking.
- **Consent:** When you explicitly opt-in to receive alerts or updates from our bot.

4. Data Sharing and Third Parties

We do not sell your personal data to third parties. We only share information with trusted service providers necessary to run our infrastructure:

- **Meta Platforms, Inc.:** We pass your phone number and text alerts through the Meta WhatsApp Business Cloud API to deliver the messages to your device.
- **Payment Gateways:** Financial transactions are handled securely by our external processors via `propertyalerts.uk`.
- **Cloud Hosting Providers:** Secure server infrastructure used to run our bot codebase and matching logic.

5. Data Retention

- We retain your active search filters and contact information for as long as your paid subscription remains active.
- If you cancel your subscription, your contact records and preference cache will be deleted or anonymised within 30 days, except where financial regulations require us to hold transactional records longer for tax purposes.

6. Your Rights

Under UK data protection laws, you have rights regarding your information:

- **Right of Access:** You can request a copy of the data we hold on you.
- **Right to Rectification:** You can update your search criteria or contact information at any time.
- **Right to Erasure ("Right to be Forgotten"):** You can request that we completely delete your WhatsApp details and account from our system.
- **Right to Restrict Processing:** You can pause your automated alerts at any moment.

To exercise any of these rights, please contact our privacy compliance team via the support channels listed on `propertyalerts.uk`.

7. Security

We implement robust technical and organisational security measures to protect your phone number and query history from unauthorised access, alteration, or disclosure. All data transmissions between our servers, Meta, and our website are encrypted using standard SSL/TLS protocols.

8. Contact Us

If you have any questions about this Privacy Policy or how your property search data is handled, please reach out to us through the contact details provided at <https://propertyalerts.uk>.