

PRIVACY POLICY

8th Line Property Ltd

www.8thlineproperty.co.uk | Last updated: 9 May 2026

1. Who We Are

This Privacy Policy explains how 8th Line Property Ltd ('we', 'us', 'our') collects, uses, and protects personal data in connection with our website www.8thlineproperty.co.uk and our short-term and holiday let property management activities.

8th Line Property Ltd is the data controller responsible for your personal data. We are registered in Scotland.

Contact details:

- Company: 8th Line Property Ltd
- Registered address: 51 Roods, Kirriemuir, Angus, DD8 4HP
- Email: alex@8thlineproperty.co.uk
- Phone: +44 7931 792549
- Website: www.8thlineproperty.co.uk

ICO Registration: C1238543 (registered 8 November 2022). You can verify our registration at ico.org.uk/ESDWebPages/Search.

2. What Personal Data We Collect

We may collect and process the following categories of personal data:

2.1 Guest and Booking Information

- Full name
- Email address
- Phone number
- Home address
- Booking dates, property details, and pricing
- Payment information (processed securely via third-party payment processors — we do not store full card details)
- Number of guests and any special requirements or accessibility needs disclosed by you
- Communications and messages sent to us before, during, or after a stay
- Identity verification information where required for property access or security deposits

2.2 Website Visitors

- IP address and device/browser information (collected via cookies and analytics tools)
- Pages visited, time spent on the site, and referring URLs
- Contact form submissions including name, email address, and message content

2.3 Business Contacts and Suppliers

- Name, email address, phone number, and company details
- Payment and invoicing information
- Correspondence and contractual records

2.4 Special Category Data

We do not intentionally collect special category data (such as health, disability, or dietary information). However, guests may occasionally volunteer such information (e.g. accessibility requirements). Where this occurs, we will process it solely to fulfil your booking and will not use it for any other purpose. We rely on Article 9(2)(a) UK GDPR (explicit consent) for any such processing.

3. How We Collect Personal Data

We collect personal data in the following ways:

- Directly from you when you make a booking, send an enquiry, or contact us
- Via third-party booking platforms (such as Booking.com, Airbnb, TravelNest, and similar) when you make a reservation — those platforms have their own privacy policies which also apply
- Automatically through our website via cookies and analytics tools
- From business contacts, suppliers, and contractors in the course of our operations

4. How and Why We Use Your Personal Data

We process your personal data for the following purposes. UK GDPR requires us to identify a lawful basis for each type of processing. Our lawful bases are set out below:

4.1 To fulfil a contract with you (Article 6(1)(b))

We rely on this basis where processing is necessary to perform our contract with you or to take steps at your request before entering a contract:

- Processing bookings and managing reservations
- Providing property access information, check-in instructions, and guest support
- Handling payments and invoicing
- Managing security deposits and refunds

4.2 For our legitimate interests (Article 6(1)(f))

We rely on this basis where processing is necessary for our legitimate business interests and those interests are not overridden by your rights:

- Responding to enquiries and maintaining guest communications
- Managing our properties and ensuring their security
- Resolving disputes, damage claims, or complaints
- Improving our website and services
- Preventing fraud and protecting against misuse of our properties
- Maintaining records of prior stays for property management purposes

Where we rely on legitimate interests, we have carried out a balancing test to ensure our interests do not override your rights and freedoms. You have the right to object to this processing — see Section 8.

4.3 To comply with a legal obligation (Article 6(1)(c))

We rely on this basis where processing is required by law:

- Maintaining financial and accounting records for HMRC purposes (6 years under tax law)
- Complying with applicable property safety, fire safety, and housing legislation
- Complying with anti-money laundering obligations where applicable

4.4 With your consent (Article 6(1)(a))

We rely on this basis only where you have given us clear, specific, and freely given consent:

- Sending you direct marketing communications (e.g. newsletters or promotional offers) — you may withdraw consent at any time
- Placing non-essential cookies on your device

We do not use your personal data for automated decision-making or profiling that produces legal or similarly significant effects.

5. Who We Share Your Data With

We do not sell your personal data to third parties. We may share your data with the following categories of recipient where necessary and proportionate:

- Booking platforms (e.g. Booking.com, Airbnb, TravelNest) — for reservation management; these platforms act as independent data controllers and have their own privacy policies
- Payment processors — for handling transactions securely; they are bound by PCI DSS standards
- Property management, maintenance, and cleaning contractors — limited to information necessary to carry out their services (e.g. check-in/check-out dates and property address)
- IT and website service providers (including Armada Internet / Unitel Direct Ltd) — for website hosting and maintenance, acting as data processors on our behalf
- Professional advisors — including accountants, solicitors, and insurers where necessary
- Legal or regulatory authorities — where required or permitted by law, including the police or HMRC

Where third parties process personal data on our behalf (data processors), we ensure appropriate data processing agreements are in place requiring them to handle data securely, only on our instructions, and in accordance with UK GDPR.

6. International Data Transfers

Some of our third-party booking platforms and service providers may process data outside the UK or European Economic Area (EEA). The UK recognises certain countries as providing adequate data protection. Where transfers occur to non-adequate countries, we ensure appropriate safeguards are in place, which may include:

- UK International Data Transfer Agreements (IDTAs) or Addendum to EU Standard Contractual Clauses
- Binding Corporate Rules
- Other appropriate transfer mechanisms recognised by the ICO

You may request further information about the safeguards we rely on for international transfers by contacting us at alex@8thlineproperty.co.uk.

7. How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes for which it was collected, taking into account legal, accounting, and regulatory requirements. Our standard retention periods are:

- Guest booking records and invoices: 6 years from the end of the financial year in which the transaction occurred (required by HMRC)
- Guest communications: 2 years after the end of the last booking or enquiry, unless a dispute requires longer retention
- Website analytics data: up to 26 months
- Marketing consent records: for the duration of the marketing relationship and 1 year thereafter
- CCTV footage (if used at any property): overwritten within 31 days unless retained for a specific security incident

At the end of applicable retention periods, data is securely deleted or irreversibly anonymised.

8. Your Rights Under UK GDPR

As a data subject, you have the following rights. These rights are not absolute and may be subject to exemptions in certain circumstances:

- Right of access (Subject Access Request) — to obtain a copy of the personal data we hold about you, along with information about how it is used. We will respond within one calendar month.

- Right to rectification — to have inaccurate or incomplete personal data corrected without undue delay.
- Right to erasure ('right to be forgotten') — to request deletion of your personal data where there is no compelling reason for its continued processing. This right is not absolute where we have a legal obligation to retain data.
- Right to restrict processing — to ask us to suspend processing of your data in certain circumstances, for example while accuracy is contested.
- Right to data portability — to receive personal data you have provided to us in a structured, commonly used, machine-readable format, and to transmit it to another controller.
- Right to object — to object to processing based on legitimate interests or for direct marketing purposes. Where you object to direct marketing, we will cease processing immediately.
- Right to withdraw consent — where processing is based on your consent, you may withdraw it at any time without affecting the lawfulness of processing before withdrawal.
- Rights in relation to automated decision-making — the right not to be subject to decisions made solely by automated processing that produce significant effects, where applicable.

To exercise any of these rights, please submit a written request to alex@8thlineproperty.co.uk. We will respond within one calendar month. In complex cases or where multiple requests are made, we may extend this period by a further two months, in which case we will notify you.

We may need to verify your identity before processing a rights request. We will not charge a fee for responding to requests unless they are manifestly unfounded or excessive.

If you are dissatisfied with our response, or believe we are processing your data unlawfully, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: www.ico.org.uk
- Telephone: 0303 123 1113
- Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

9. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies. A cookie is a small text file placed on your device when you visit our website.

9.1 Types of cookies we use

- Strictly necessary cookies — essential for the website to function. These cannot be disabled as the site would not work without them. No consent is required for these cookies.
- Analytics/performance cookies — used to understand how visitors interact with our website (e.g. via Google Analytics). These require your consent.
- Functionality cookies — used to remember your preferences and improve your experience. These require your consent.

9.2 Managing cookies

When you first visit our website, you will be asked to consent to non-essential cookies. You can withdraw or change your consent at any time through your browser settings or our cookie preference centre. Disabling certain cookies may affect website functionality.

For more information about cookies and how to manage them, visit www.allaboutcookies.org.

10. Data Security

We take the security of your personal data seriously and implement appropriate technical and organisational measures to protect against unauthorised access, accidental loss, destruction, or disclosure. These measures include:

- Password protection and access controls on systems holding personal data
- Use of secure encrypted email and communication channels where appropriate
- Limiting access to personal data to those who have a legitimate need to access it
- Contractual obligations on third parties to maintain appropriate security

In the event of a personal data breach that poses a risk to your rights and freedoms, we will notify the ICO within 72 hours of becoming aware of the breach, as required by UK GDPR. Where the breach is likely to result in a high risk to you, we will also notify you directly without undue delay.

Please note that no method of electronic transmission or storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

11. Children's Data

Our website and services are not directed at children under the age of 13. We do not knowingly collect personal data from children under 13. Booking platforms may collect details of accompanying children (e.g. number of guests) but we do not process children's data directly beyond what is necessary to fulfil a family booking.

If you believe we have inadvertently collected personal data from a child under 13 without appropriate consent, please contact us immediately at alex@8thlineproperty.co.uk and we will take steps to delete it.

12. Third-Party Websites and Services

Our website may contain links to third-party websites, including booking platforms and review sites. We are not responsible for the privacy practices of those sites, and this Privacy Policy does not apply to them. We encourage you to read the privacy policy of any third-party site you visit.

When you make a booking through a third-party platform, that platform's privacy policy will also apply to the data they collect from you directly.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other operational reasons. The date at the top of this policy indicates when it was last revised.

Where changes are material, we will take reasonable steps to notify you — for example by email or a prominent notice on our website. We encourage you to review this policy periodically.

14. How to Contact Us

If you have any questions, concerns, or complaints about this Privacy Policy or our data handling practices, please contact us:

Email: alex@8thlineproperty.co.uk

Post: 8th Line Property Ltd, 51 Roods, Kirriemuir, Angus, DD8 4HP

Phone: +44 7931 792549

We aim to respond to all data protection queries within 5 working days, and rights requests within one calendar month.