

Privacy Policy

Alpha Property Insight Ltd

Version: 2.1 | Effective Date: August 2026 | Data Controller Email: contact@alphapropinsight.com

Alpha Property Insight Ltd ("we", "us", "our") is committed to protecting your personal data and handling it with transparency. This policy explains how we collect, use, store, and process personal data across our business operations, communications, AI workflows, and website.

1. Data Controller Contact Information

- Company Name:** Alpha Property Insight Ltd
- Privacy Contact Email:** contact@alphapropinsight.com

2. Information We Collect

To manage our day-to-day business and deliver projects, we may collect and process:

- Identity & Contact Information:** Names, job titles, email addresses, telephone numbers, and physical/property addresses.
- Property & Project Data:** Documentation, notes, property ownership details, site specifics, and project requirements.
- Financial & Transaction Data:** Billing addresses, bank details, invoices, and transaction records.
- Communications & Meeting Notes:** Emails, phone records, meeting transcripts, and form submissions.
- Marketing Preferences:** Your preferences regarding receiving email communications and updates from us.
- Technical Data:** IP addresses, browser types, and navigation metrics collected automatically via standard cookies on our website.

3. How We Use Your Data & Legal Grounds

We process personal data strictly under valid UK GDPR legal bases:

Purpose	Category of Data	Legal Basis
Service Delivery	Identity, Contact, Property & Financial Data	Contractual Necessity – to fulfill client agreements and deliver services.
Day-to-Day Operations	Notes, Communications, Task Records	Legitimate Interests – to manage client projects efficiently.
Marketing & Email Campaigns	Name, Email Address	Consent / Soft Opt-In – to send relevant property insights and company updates.
Invoicing & Accounting	Billing & Transaction Records	Legal Obligation – to satisfy UK tax and accounting compliance.

You can opt out of direct marketing emails at any time by clicking the "unsubscribe" link in any mailer or emailing contact@alphapropinsight.com

4. Third-Party Software & Service Providers

We do not sell, rent, or trade your personal data. To run our business, we share necessary data with trusted service providers operating under strict security standards:

- **Website & Email Marketing:** Wix.com (hosts our website, forms, and email newsletters).
- **Productivity & Cloud Storage:** Google Workspace and Microsoft Office 365 (email, document management, and cloud storage).
- **Project Management:** Trello (task boards and workflow tracking).
- **Meeting Notes & Transcription:** Granola (AI-powered audio notes and meeting transcription).
- **AI Analysis Tools:** Claude (Anthropic), Gemini (Google), and ChatGPT (OpenAI) — used internally to process, summarize, or analyze text and project documentation.

5. Cookies & Tracking

Our website uses essential cookies provided by Wix to keep our site secure and functioning smoothly. Non-essential cookies used for performance or analytics are managed via our website's cookie consent banner. You can adjust your preferences via the banner at any time.

6. Retention of Data

We retain personal data only for as long as needed to fulfill operational, contractual, and legal obligations:

- **Client & Transaction Records:** Retained for up to 6 years to satisfy UK legal and accounting requirements.
- **Marketing Subscribers:** Retained until you opt out or request deletion.
- **General Inquiries:** Retained for as long as necessary to complete the interaction.

7. Your Data Rights

Under UK Data Protection Law, you have the following rights:

- **1. Access:** Request a copy of the personal data we hold about you.
- **2. Correction:** Ask us to update or correct inaccurate data.
- **3. Erasure:** Request that we delete your personal data where applicable.
- **4. Objection / Withdrawal:** Opt out of marketing or withdraw consent at any time.

To exercise any of these rights, contact us at contact@alphapropinsight.com

If you have concerns about how we handle your data, you also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at ico.org.uk.