Link Up Estate Agency Ltd
Last updated: 10 September 2026

Privacy Policy

Introduction

We are Link Up Estate Agency Ltd of 5 Hillingdon Parade, Uxbridge Road, Uxbridge, UB10 0PE.

We want to give you the best experience possible. This Privacy Policy gives you a clear view of how we use personal information that you provide, our commitment to protecting it and your rights and the options you have to control your personal information and protect your privacy. It also explains the categories of third parties with whom we may share your information.

We process personal information in accordance with applicable UK data protection law, including the UK GDPR and the Data Protection Act 2018.

What information do we collect about you?

When you use our services, contact us, enquire about a property, arrange a viewing, make an offer, buy, sell, let, rent or use our property management services, we may collect personal information such as:

- your name;
- your postal address;
- your email address;
- your telephone number;
- your date of birth where required;
- bank account and payment details where required;
- property ownership and property details;
- employment, income and affordability information where required;
- information required for referencing;
- identification documents, such as a passport or driving licence, where required;
- Right to Rent information;
- Anti-Money Laundering information;
- information about offers, viewings, sales, lettings and tenancy applications;
- information contained in correspondence and communications with us; and
- information collected through our website and cookies, where applicable.

If you do not provide information that is necessary for us to provide a service or comply with a legal obligation, we may not be able to provide the relevant service or complete the relevant transaction.

How we collect your personal information

We may collect personal information directly from you when you contact us by telephone, email, through our website, through an enquiry or valuation form, when you request a viewing, make an offer, instruct us, apply to rent a property or otherwise use our services.

We may also receive information from property portals, landlords, tenants, buyers, sellers, referencing providers, identity and Right to Rent providers, professional advisers, contractors and other organisations where lawful and appropriate.

Where we obtain personal information from another source, we will provide the privacy information required by applicable data protection law.

Protecting your personal information
We are committed to protecting your personal information and implementing appropriate technical and organisational security measures to protect it against unauthorised or unlawful processing and against accidental loss, destruction or damage.

We use appropriate access controls, passwords, authentication and other security measures where appropriate. Access to personal information is limited to people who need it for legitimate business purposes.

Some of the service providers and systems we use may process information outside the UK. Where this occurs, we will ensure that appropriate safeguards are in place where required by applicable data protection law.

How will we use the information about you?

If you are a user of our website or visitor to any of our offices

- To respond to your enquiries, provide information about properties and services, arrange viewings and provide other services you request. Depending on the circumstances, this may be necessary to take steps at your request, perform a contract or pursue our legitimate interests in operating our business.

- To maintain appropriate records of communications with you. Where calls are recorded, we will provide appropriate information about call recording. Where applicable, this is based on our legitimate interests in maintaining accurate records, quality assurance, security and dealing with disputes.

- To market our services where permitted by law. We may rely on consent where consent is required, or another lawful basis where permitted.

If we contract with you as a seller or landlord

- To carry out the services we have agreed to provide and to notify you of the status of your transaction. This processing may be necessary for the performance of our contract with you and may include sharing relevant information with third parties involved in the transaction or service.

- To comply with Anti-Money Laundering requirements and carry out identification checks where required by law. We may share relevant personal information with electronic identification or AML checking providers where necessary.

If you are a buyer or potential tenant

- To assess your ability to proceed with an offer on a property where appropriate. This may include considering whether you have a mortgage agreed in principle, are a cash buyer, have a property to sell or otherwise have the financial ability to proceed.

- We may request additional financial information where reasonably necessary. We do this where necessary for our legitimate interests in providing an effective property transaction service and enabling the seller or landlord to make an informed decision.

- To carry out referencing and affordability checks where required for a tenancy application.
- To carry out Right to Rent checks where required by law.

- Where a property is being sold by auction and you have registered for a viewing or other auction-related service, we may pass relevant contact details to the relevant auction provider where necessary to provide the service.

Other uses of personal information

- To arrange and manage property maintenance and repairs.
- To communicate with landlords, tenants, buyers, sellers, contractors and professional advisers.
- To administer rent, payments, invoices and arrears.
- To comply with legal and regulatory obligations.
- To prevent and investigate fraud and financial crime.
- To deal with complaints, disputes and legal claims.
- To maintain the security of our systems and information.
- To improve our services and website.

Our lawful bases for processing

We only process personal information where we have a lawful basis to do so. Depending on the circumstances, this may include:

- Contract – where processing is necessary to enter into or perform a contract with you.
- Legal obligation – where processing is necessary for us to comply with a legal or regulatory requirement.
- Legitimate interests – where processing is necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests.
- Consent – where we ask for and rely on your consent for a particular purpose.

Where we rely on legitimate interests, these may include operating and improving our business, providing and improving our services, communicating with customers, maintaining security, preventing fraud, managing transactions and dealing with complaints or disputes.

Marketing our products and services

We may use your personal information to send you information about properties, services and other information that may be relevant to you where permitted by law.

Where consent is required, we will ask for your consent before sending the relevant marketing communications. You have the right to object to direct marketing at any time.

If you no longer wish to receive marketing communications, you can use the unsubscribe option in the communication or contact us at sales@linkup.me.uk. We will continue to send essential communications relating to a property, tenancy, sale, purchase or service where those communications are necessary.

Third parties to whom we provide your personal data
We do not sell your personal information. Where necessary and lawful, we may share relevant information with the following categories of third parties:

Whose data we share	Third party / category	Reason for data sharing	Type of data shared
Seller / Buyer / Tenant / Landlord	The other party to the transaction	To allow the transaction to proceed	Contact details, property details and relevant offer or transaction information
Tenant / Applicant	Referencing providers	To obtain references and carry out affordability or application checks	Information provided as part of the tenancy application
Tenant / Applicant	ID and Right to Rent providers	To verify identity and Right to Rent where required	Contact details, date of birth and identification details
Seller / Landlord	Anti-Money Laundering / electronic identification providers	To carry out required AML and identity checks	Contact details, date of birth and identification details
Seller / Landlord	HM Land Registry or other relevant property records/providers	To verify ownership or property information where necessary	Contact details and property details
Landlord / Tenant	Inventory providers	To carry out inventory checks and report on property condition	Contact details and property details
Landlord / Tenant	Maintenance contractors and out-of-hours service providers	To arrange and carry out essential maintenance and emergency repairs	Contact details and property details
Landlord / Tenant	Deposit protection provider	To administer and protect tenancy deposits	Contact details and relevant

			financial/tenancy details
Landlord / Tenant	Relevant utility providers / local authorities	Where necessary to administer occupancy, utilities or related services	Contact details and property details
Seller / Buyer	Mortgage or financial advisers, where requested or appropriate	To provide mortgage or financial advice	Relevant contact details and information necessary for the service
Seller / Buyer	Conveyancing solicitors / conveyancing partners	To support the sale or purchase transaction	Contact details and relevant property details
Seller / Buyer	Surveyors or surveying providers	To arrange or provide survey services where requested	Contact details and relevant property details
Seller / Landlord / Tenant / Buyer	Professional advisers, contractors and service providers	To provide our services and meet legal or business requirements	Information reasonably necessary for the relevant service

The exact organisations we use may change from time to time. We will only share information where there is a lawful and appropriate reason to do so and will seek to limit the information shared to what is reasonably necessary.

Access to your information and correction
You have the right to request a copy of the personal information we hold about you. You can also ask us to correct inaccurate or incomplete information.

If you would like to make a request, please email sales@linkup.me.uk or write to us at our office address.

We may need to verify your identity before responding to certain requests.

How long will we keep your personal information?
We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including providing our services, completing transactions, complying with legal and regulatory obligations, maintaining appropriate business records, dealing with complaints or disputes and establishing, exercising or defending legal claims.

Our retention periods vary depending on the type of information and why we need it. Where applicable:

- Financial and accounting records will generally be retained for the period required by applicable HMRC, tax, accounting or other legal requirements.

- Information required to be retained under Anti-Money Laundering legislation will generally be retained for the statutory period applicable to that information.

- Property transaction records, including information relating to valuations, offers, viewings, sales, lettings and property management, will be retained for a period appropriate to the nature of the transaction and our legal, regulatory and legitimate business requirements.

- Other personal information will be retained only for as long as reasonably necessary for the purpose for which it was collected.

We regularly review the information we hold and will securely delete or anonymise information when we no longer have a legitimate reason or legal requirement to retain it.

Cookies

This section explains how cookies and similar technologies may be used on Link Up's website.

What is a cookie?
A cookie is a small text file placed on your device by a website. Cookies can help a website function, remember preferences, measure usage or support other website functions.

Types of cookies

- Strictly necessary cookies – these are required for the website to operate, provide security or deliver a service you have requested.

- Analytical and performance cookies – these help us understand how visitors use the website and improve its performance.

- Functionality cookies – these remember preferences and help provide a more personalised website experience.

- Targeting or advertising cookies – these may be used to understand browsing activity and deliver or measure more relevant advertising.

We will only use non-essential cookies where the required consent has been obtained. Continuing to browse the website does not, by itself, constitute consent to non-essential cookies.

The specific cookies used on our website may change. We will provide clear information about the cookies actually in use and provide an appropriate mechanism to manage consent and preferences.

Controlling cookies
You can also control or delete cookies through your browser settings. Disabling strictly necessary cookies may affect the operation of the website. Information about managing cookies is available through the help section of your browser.

Our cookies

Strictly Necessary Cookies	
Cookie	**Cookie Reason**
.PB	The cookie stores the website session Identifier meaning that the session and activity associated to the session can be identified.
__RequestVerificationToken	This cookie is used to request and store verification tokens. Without this cookie we would not be able to protect our customers from anti-forgery.

Analytical and Performance Cookies	
Cookie	**Cookie Reason**
_ga	Google Analytics cookies allow us to monitor site performance and user behaviour. They also allow us to deliver a personalised on-site experience using this data.
_gid	
_dc_gtm_UA-66142993-1	
__hstc	Hotjar Cookies allow us to track user behaviour on the website. The cookie collects information about site visits and page activity.
ajs_anonymous_id	
ajs_group_id	
ajs_user_id	
hubspotutk	
__cfduid	

_fbp	Salecycle Cookies are used to provide a personalised experience when viewing property information.
_ga	
_hjid	
intercom-id-fsiuwakg	
__insp_nv	Inspectlet Cookies are used to help us better understand website users behaviour and bring to our attention the most important problems to fix on our site. This is achieved through recording session activity on our website that we can analyse and watch back at a later date.
__insp_pad	
__insp_sid	
__insp_slim	
__insp_targlpt	
__insp_targlpu	
__insp_uid	
__insp_wid	
__insp_norec_sess	

Functional Cookies	
Cookie	**Cookie Reason**
.HashPB	
.SessionExpire	
bc-visitor-id	Boldchat Cookies allow us to provide live chat services to our customers
bc.visitor_token	
bc_pv_end	

Targeted Advertising Cookies	
Cookie	**Cookie Reason**
MUID	Target Advertising Cookies are used for tracking performance from Advertising Campaigns such as Google Adwords, Bing and our Social Media Channels.
MUIDB	
SRCHD	
SRCHUID	

SRCHUSR	
SRCHHPGUSR	
1P_JAR	
AID	
ANID	
APISID	
CONSENT	
DSID	
HSID	
IDE	
NID	
S	
SAPISID	
SEARCH_SAMESITE	
SID	
SIDCC	
SSID	
ABDEF	
ANON	
MSCC	
NAP	
OID	
_gcl_au	
_fbp	
permutive-id	
permutive-session	
_RwBf	

_U	
c_user	
datr	
dpr	
fr	
sb	
spin	
Xs	

Other websites
Our website may contain links to other websites, including property portals and third-party service providers. This Privacy Policy only applies to Link Up's website and services. When you visit another website, you should read that website's own privacy and cookie policies.

Your rights
Subject to applicable law, you may have the right to:

- Request access to the personal information we hold about you;
- Ask us to correct inaccurate or incomplete information;
- Ask us to erase personal information in certain circumstances;
- Ask us to restrict processing in certain circumstances;
- Object to certain processing, including direct marketing;
- Request data portability where the right applies; and
- Withdraw consent where we rely on consent as our lawful basis.

These rights are subject to legal conditions and exemptions. For example, we may be required to retain certain information to comply with legal or regulatory obligations.

Automated decision making
We do not carry out decisions about individuals based solely on automated processing, including profiling, that produce legal or similarly significant effects, unless permitted by applicable law and appropriate safeguards are in place.

Complaints
If you have a concern about the way we have handled your personal information, please contact us first so that we can investigate and seek to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent supervisory authority for data protection.
ICO website: https://ico.org.uk/

How to contact us
Please contact us if you have any questions about this Privacy Policy or the personal information, we hold about you.

Link Up Estate Agency Ltd
5 Hillingdon Parade
Uxbridge Road
Uxbridge
UB10 0PE

Telephone: 01895 814145
Sales: sales@linkup.me.uk
Lettings: lettings@linkup.me.uk
Website: www.linkprop.co.uk

Changes to our Privacy Policy
We keep this Privacy Policy under regular review and may update it when necessary to reflect changes to our services, systems, legal requirements or the way we process personal information.