

Regal HoldCo Limited Privacy Policy (“Policy”)

At Regal HoldCo Ltd (“Regal London”), we are committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who agree to receive communications from us, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

For the purposes of this Policy Regal London is the data controller. For all queries and issues regarding this Policy please contact:

Head of Compliance

data@regal-london.co.uk

+44(0)20 7328 7171

4-5 Coleridge Gardens, London NW6 3QH

When you consent to us contacting you, you will have the opportunity to receive information about our exclusive events, offers and all our latest development news as specifically agreed by you when you register with us.

If you consent when registering with us or when asking us to send you information, we may forward your email to selected third party providers in connection with Regal London's branded properties. An example would be an agent who is selling property on Regal London's behalf.

We may update or amend this Policy from time to time so please check our website occasionally to ensure that you're happy with any changes.

Any questions regarding this Policy and our privacy practices should be sent by email to data@regal-london.co.uk or by writing to Regal HoldCo Ltd, 4-5 Coleridge Gardens, London NW6 3QH. Alternatively, you can telephone +44(0)20 7328 7171 and ask to speak to our Head of Compliance.

Who are we?

We are Regal London, a property development company. Regal London comprises Regal Real Estates Limited, Regal Homes Construction Limited, Regal Homes Management Limited, Regal Shanghai Ltd and Regal Homes Limited (together “the Regal Group”). If you consent to us doing so, we may share your personal information within the Regal Group.

How do we collect information from you?

We obtain information about you when you register with us, for example when you contact us about properties and/or services, report a problem or if you register to receive our marketing communications.

What type of information is collected from you?

The personal information we collect from you might include your name, address, email address, IP address, and information regarding what pages you access on our website and when. If you purchase a property from us, your information is held by our sales team, and an initial deposit is collected by Worldpay, our third party payment processor, who specialise in the secure online capture and processing of credit/debit card transactions.

With regard to your visits to our website at www.regal-london.co.uk ("Website") and all associated Regal London websites including, kingscrossquarter.com, theavenuenw6.co.uk, thecomptonnw8.co.uk, shoreditch-exchange.co.uk, high-trees.co.uk, theatelierw14.co.uk, we automatically collect the following information:

- technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, browser type and version, time zone setting, browser plug-in types and operating system;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

How long do we keep your personal information?

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

How do we use your personal information?

We may use your information to:

- provide you with, or if you allow us to we may permit selected third parties to provide you with, information about properties or ancillary services we feel may interest you;
- send you information about our exclusive events, offers and all our latest development news;
- ensure that content from our Website is presented in the most effective manner for you and for your computer;
- administer our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- allow you to participate in interactive features of our products and services (where applicable), when you choose to do so;
- keep our Website safe and secure;
- send you communications which you have requested and that may be of interest;
- complete certain transactions with you and enter into contracts with you, where relevant.

Who has access to your information?

We will not share your information with third parties for marketing purposes unless you have given us your consent to do so.

We will only share your information if you have told us that you would like us to when you registered. If, at any time, you want us to stop sharing your information please email us at data@regal-london.co.uk or write to us at Head of Compliance, Regal HoldCo Ltd, 4-5 Coleridge Gardens, London NW6 3QH.

Third Parties

We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties outside of the Regal Group for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about our exciting properties, our exclusive events, offers and all our latest development news then you can select your choices by ticking the relevant boxes situated on the registration form on which we collect your information or you can opt out at any time.

We will not contact you for marketing purposes by email, whatsapp, WeChat, telephone, post or text message unless you have given us your express prior consent to do so. You can change your marketing preferences and/or unsubscribe at any time by contacting us by email; data@regal-london.co.uk, or by post at Regal HoldCo Ltd, 4-5 Coleridge Gardens, London NW6 3QH or by telephone on +44(0)20 7328 7171

How you can access and update your information

The accuracy of your information is important to us. We are continuously working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at data@regal-london.co.uk or write to us at: Regal HoldCo Ltd, 4-5 Coleridge Gardens, London NW6 3QH Alternatively, you can telephone +44(0)20 7328 7171.

You can object to the processing of your data at any point, however please note that objecting to data that we require in order to provide a service to you may result in delay or non-performance for which we will not be liable.

You have the right to ask for a copy of the information we hold about you. We may charge £10 for information requests to cover our costs in providing you with details of the information we hold about you.

Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated securely. We use strict procedures and security features to try to prevent unauthorised access.

Non-sensitive details (e.g. your email address) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Transferring your information outside of Europe

As part of the products and/or services offered to you through our Website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our Website while you are outside the EU, your information may be transferred outside the EU in order to provide you with such use.

Complaints

You have the right to lodge a complaint with the Information Commissioner's Office in the UK if you think we have acted improperly in relation to your personal data. You can find a link to the Information Commissioner's website here: www.ico.org.uk

Review of this Policy

We keep this Policy under regular review. This Policy was last updated in April 2018.