

Privacy Policy

1. Introduction

JTM Homes (“we”, “us”, or “our”) is committed to protecting and respecting your privacy.

This policy explains how we collect, use, store and protect personal data when you use our website, contact us, or engage our estate agency services.

We process personal data in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018.

2. Who We Are

Company Name: JTM Homes is the trading name of Archway Lettings Limited.

Registered Address: 695 Holloway Road, London N19 5SE

Email: sales@jtmhomes.co.uk Telephone: 0207 2721090

If you have questions regarding this policy or how your data is handled, please contact us.

3. Information We Collect

Information You Provide

We may collect personal data including:

- Name
- Email address
- Phone number
- Postal address
- Property preferences and requirements
- Information relating to property sales, purchases, or lettings

Compliance Information

To meet legal obligations, we may collect:

- Identification documents (passport, driving licence)



- Proof of address
- Financial or source-of-funds information

Automatically Collected Data

When visiting our website we may collect:

- IP address
- Device and browser information
- Pages visited
- Cookies and tracking technologies

4. How We Use Your Information

We use personal data for the following purposes:

- Providing estate agency services including sales and lettings
- Arranging property viewings
- Processing property transactions
- Sending property alerts and marketing (with consent)
- Managing landlord and tenant relationships
- Carrying out identity verification checks
- Improving our website and services
- Meeting legal and regulatory requirements

5. Legal Basis for Processing

Under the UK General Data Protection Regulation, we rely on the following lawful bases:

Contract Processing necessary to deliver estate agency services.

Legal obligation To comply with legal requirements including anti-money laundering checks.

Legitimate interests To operate and improve our business and services.



Consent For marketing communications and property alerts.

6. Anti-Money Laundering Checks

Estate agents in the UK are required to comply with the Money Laundering Regulations 2017.

As part of this process, we may:

- Verify your identity
- Conduct electronic identity verification checks
- Request proof of address and source of funds
- Retain records of these checks

These checks may be carried out by third-party identity verification providers.

7. Property Portal Data Sharing

To market properties effectively we may advertise properties on third-party property portals including:

- Rightmove
- Zoopla

If you enquire about a property via these portals, your details may be shared with us by those platforms so we can respond to your enquiry.

Likewise, when we list properties your information (such as property details and contact information where appropriate) may be shared with these platforms to facilitate property marketing.

These platforms operate their own privacy policies.

8. Sharing Your Data

We may share personal data with trusted third parties including:

- Solicitors and conveyancers
- Mortgage brokers and financial advisers
- Surveyors and valuers
- Tenant referencing agencies



- Property maintenance contractors
- IT and website service providers
- Regulatory authorities where legally required

All third parties must respect the security and confidentiality of your personal data.

9. Data Retention

We retain personal data only for as long as necessary for the purposes it was collected.

Where required by law, including anti-money laundering obligations, certain records may be retained for up to five years after the end of a business relationship.

10. Your Data Protection Rights

Under UK data protection law you have the right to:

- Request access to your personal data
- Request correction of inaccurate information
- Request erasure of your personal data
- Restrict processing of your data
- Object to certain processing activities
- Withdraw consent for marketing communications at any time

If you wish to exercise any of these rights, please contact us.

You also have the right to lodge a complaint with the Information Commissioner's Office.

11. Data Security

We implement appropriate technical and organisational security measures to protect personal data against unauthorised access, loss, misuse, or disclosure.

12. Cookies

Our website uses cookies and tracking technologies to improve functionality and analyse website usage.

Cookies may include:



- Essential cookies required for site operation
- Analytics cookies to monitor website traffic
- Marketing cookies used for advertising and remarketing

You can control cookies through your browser settings.

13. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for their privacy practices.

14. Changes to This Privacy Policy

We may update this privacy policy from time to time. Updates will be posted on this page.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle personal data, please contact:

JTM Homes

Email: sales@jtmhomes.co.uk

Phone: 0207 2721090

Last updated – 18th March 2026

