

Members Privacy Policy – June 2026

Privacy Policy Highlights

This section provides a brief overview on how we use your personal data in a business/professional capacity. For more information, please see our full [Member Privacy Policy](#). If you use our services as a consumer, please see our Rightmove [Consumer Privacy Policy](#) and our [HomeViews Privacy Policy](#)

Who we are

This privacy policy covers Rightmove plc and any of our subsidiary companies under section 1159 companies act 2006 which include Rightmove Group Limited, Rightmove Landlord and Tenant Services Limited, Rightmove Financial Services Limited and HomeViews Platform Limited. We are the providers of the Rightmove mobile application software and the websites www.rightmove.co.uk, <https://hub.rightmove.co.uk/>, <https://rmplusportal.rightmove.co.uk>, <https://plc.rightmove.co.uk/>, <https://rentalservices.rightmove.co.uk/>, <https://www.homeviews.com/> and <https://business.homeviews.com/>.

Personal data collected

Categories of personal data: in the course of our business relationship the following data may be collected, processed and stored:

- **Correspondence and contact data** (e.g. name, address, telephone, email address, job title, username, telephone and online meeting recordings, call transcriptions, content of message, meeting notes and photos, response to reviews).
- **Technical data** (e.g. IP address, website logs, login information, usage of our sites and services, browser type, operating systems, browser plug-in types, version and audit history).
- **Contract data** (e.g. billing and payment data, order form data, products requested, signature, audit history).
- **Vetting data** (e.g. government issued ID, whether you feature on a politically exposed persons or sanctions list, proof of ownership of a property/business, any court or civil hearings, media coverage).
- **Events and qualification data** (e.g. courses taken, events attended, exams taken, special exam requirements, dietary requirements).

Sources of personal data: we process personal data that we receive from:

- you (or your colleagues) in the course of our business relationship.
- publicly accessible sources (e.g. registers, press, media, Internet, government issued sanction lists).
- credit reference agencies and fraud prevention agencies.

Purpose and Lawful basis: we rely on performance of contract, legitimate interests and legal obligations to process your personal data in order to:

- provide the service to you and manage your account.
- operate our business and perform our contract with your business.
- keep our site safe and secure.
- customise and enrich your experience.
- meet our regulatory requirements such as verifying our members, checking for sanctions, and politically exposed persons.

- improve our sites and services.
- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

How long we keep it for: we process and store your personal data for as long as it is necessary for the fulfilment of our contractual and legal obligations and for our legitimate interests.

Automated decision making and profiling

We do not undertake any automated decision making. We may profile your use of our services and platforms to customise and tailor our communications with you, and keep you updated on services that may be of interest to you.

Use of AI

We use AI, machine learning models and other similar technology to help Us analyse trends, improve our platforms and services, enhance our customer services, help Us better understand your needs, to provide you a more customised experience on our platforms and to improve our communications with you. We do not use AI to make any automated decisions which will have a legal or similar effect on you.

Sharing of your data

We share personal data between our subsidiaries and our third-party data processors (e.g. telephony, payment, communications, technology, insurers, exam providers and system providers) in order to fulfil our contractual obligations or where we have a legitimate interest to do so in order to provide the services.

We may be legally required to disclose personal data to our Auditors, HMRC or information relevant to an investigation or legal proceedings from a regulatory, governing, or legal body.

Direct marketing and communications

We have a legitimate interest to contact you regarding your business membership of Rightmove, to perform your contract, provide a service to you and keep you updated on important announcements or service alerts. Sometimes we may use your personal data to provide direct marketing messages to you regarding your business. You can opt out of direct marketing at any time.

Transfer of data outside the EEA

We predominantly store and process personal data within the EU. However, some of the personal data that we collect may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") or areas which do not have an adequacy agreement. It may also be processed by staff operating outside the EEA who work for Us or for one of our suppliers or contractors. Territories outside of the EEA may not have equivalent legal protections to those that apply within the EEA, but We are under a duty to make sure that our suppliers and contractors located outside of the EEA continue to take all steps reasonably necessary to ensure that your data is treated securely such as standard contractual clauses and appropriate organisational and technical measures. We will use Standard Contractual Clauses and/or the UK-US Data Bridge for transfers to the United States of America.

By submitting your personal data to Us, you agree to this transfer, storing or processing.

Security

Once we have received your information, we will use procedures and security features to help prevent unauthorised access. We follow security procedures to help ensure that your personal data is not damaged, destroyed or disclosed to a third party without your permission and to prevent unauthorised access to it.

Your rights

You have the right to request access to your personal data, to have it deleted, rectified or to restrict/object to the processing of your personal data (including profiling and automated decision making) or request we transfer your data to another third-party controller. To exercise your rights or to make a data protection complaint, please contact our Data Protection Officer/Team on dpo@rightmove.co.uk

You have the right to complain to the Information Commissioner's Office if you feel unhappy with the way we process your personal data. Please visit www.ico.org.uk for more information.

Cookies and tracking

We use cookies and other similar technologies to personalise your visits to our platforms, simplify the signing-in procedure, keep track of your preferences and to track the usage of our platforms. We use a mixture of third and first-party cookies. For full details about what cookies Rightmove set and why we use them, please see our Cookie Policy available [here](#). For details on cookies HomeViews sets please visit their Cookie Policy available [here](#).

Contacting Us

If you have any questions about this policy or our use of your personal data or would like to submit a subject access request or exercise your other data subject rights, please contact our Data Protection Officer/Team via email at dpo@rightmove.co.uk or please write to The Data Protection Officer, Building 2, Caldecotte Lake Business Park, Milton Keynes, MK7 8LE.

Full Member Privacy Policy

WHO WE ARE

This Privacy Policy covers Rightmove PLC and any of Our subsidiary companies under Section 1159 Companies Act 2006 (referred to as "We" or "Us" or "Our" or "Rightmove") These include:

- Rightmove PLC, registered in England number 06426485. Registered office address is 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE , VAT number is 918501823.
- Rightmove Group Limited, registered in England number 03997679. Registered office address: is 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE . VAT number is 918501823. Rightmove Group Limited (FCA Firm Reference Number 491645) is also an appointed representative of Rightmove Landlord and Tenant Services Limited and Rightmove Financial Services Limited, which are authorised and regulated by the Financial Conduct Authority (FCA) Firm Reference Numbers 522050 and 805415. This can be checked on the FCA register at (www.fca.org.uk/register).
- Rightmove Landlord and Tenant Services Limited which is authorised and regulated by the Financial Conduct Authority (FCA) Firm Reference Number 522050. This can be checked on the FCA register at (www.fca.org.uk/register). Registered in England number 7064255. Trading office address: Suites 12 and 13, Part Ground Floor, Neon, Q10 Quorum Business Park, Benton Lane, Newcastle Upon Tyne, NE12 8BU. Registered office address: 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE. VAT number 100838839.
- Rightmove Financial Services Limited which is authorised and regulated by the Financial Conduct Authority (FCA) Firm Reference Number 805415. Registered in England number 11211259.

Registered office address: 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE . VAT number 918501823.

- HomeViews Platform Limited, registered in England number 10290376. Registered office address is 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE, VAT number is 284561774.

We are the providers of the Rightmove mobile application software (referred to as the "App") and the websites www.rightmove.co.uk, <https://hub.rightmove.co.uk/> <https://rmpplusportal.rightmove.co.uk>, <https://plc.rightmove.co.uk/>, <https://www.homeviews.com/> and <https://business.homeviews.com/> (referred to as the "Site") (together referred to as "Our Platforms") and any other Services We may operate in the future.

"Members" include estate agents, commercial agents, letting agents, managing agents, landlords, new homes developers, housing associations, overseas property owners, Build to Rent developers, surveyors, banks, building societies, insurance companies, utility providers, mortgage brokers, geo-spatial platforms, other lenders and financial institutions, Government departments, executive agencies, quangos, academia institutions, selected CRM software providers whom we have a commercial relationship with.

"Services" or "Service" include property advertising, insurance and tenant related services (which includes tenant referencing, rent guarantee insurance, landlords' contents and/or liability insurance, tenant's contents and/or liability insurances, utilities and broadband), reviews, stamp duty land tax calculator, valuation and surveying tools, property price tracking tools, renovation calculator, and financial services (which includes mortgage in principle decision and mortgage and re-mortgage calculator), training courses and exams, branch and property performance analysis and reviews.

A reference to "You" or "Your" or "Yourself" is a reference to being a Member and using Our Platforms and Services as part of Your commercial relationship with Us.

We provide Our Platforms to our Members to access Services where relevant to Your membership with Us:

- Advertise properties on Our Platforms and reach Our online audience.
- Access tools to monitor performance of property and branch advertising.
- Use Our valuation and surveying tools.
- Access training, educational content, and exams.
- Access reference and insurance services.
- Respond to reviews.

CONTACTING US

We recommend You contact Us via email. If You prefer to correspond with Us via post, there may be a delay in Us receiving and responding to Your postal enquiries and therefore email correspondence is recommended for a quicker response.

If You have any questions about this Policy, Our use of Your personal data, like to stop receive direct marketing from Us or would like to submit a subject access request or exercise Your other data subject rights, please contact Our Data Protection Officer/Team via email at dpo@rightmove.co.uk or please write to The Data Protection Officer, Building 2, Caldecotte Lake Business Park, Milton Keynes, MK7 8LE.

INTRODUCTION

We are committed to protecting Your privacy. This privacy policy (referred to as the "Policy") explains how and for what purposes We use the information collected about You in a professional capacity only. If You are interested in how We use Your personal data when You visit Our Platforms as a consumer, please go to Our [Rightmove Consumer Privacy Policy](#), [Rightmove Cookies Policy](#), [HomeViews Privacy Policy](#) and [HomeViews Cookie Policy](#).

Please read this Policy carefully.

WHAT PERSONAL DATA DO WE COLLECT ABOUT YOU?

INFORMATION YOU GIVE US

What We collect and where it comes from	• In the course of providing Our Services to You, We collect Your full name, any name You prefer to be known as, email address, role/job title, username or similar identifier, branch address, company address, telephone numbers and mobile numbers, Your biography, Your photo, Your responsibilities, IP address and logs of Your activity on any of Our Platforms. • When You enquire about joining Rightmove, or We review Your existing Membership with Us and You provide Us (or Our third party suppliers) with details about You, Your government issued ID, Professional Indemnity, evidence of mandatory training completed and confirmation of any court or civil hearings (where required) and how You conduct Your business so We can assess Your suitability for membership with Us. • Personal data is provided either by You or a nominated representative of Your business when You: ○ become a Member of Rightmove. ○ correspond with Rightmove about the membership Services We provide to You or Your business. ○ request a RightmovePlus account for each user. ○ submit an enquiry form to Us via the Sites. ○ create a Rightmove Hub and/ or HomeViews account. ○ attend/register for webinars, seminars and other events. ○ register and take courses, qualifications and exams that We provide. ○ When You provide Your business bank details for the purposes of taking payment for the Services We provide. • You, or Your nominated representative may provide the following to Us which may feature You in Your: ○ advertisements or pictures to promote Your office, services or branch staff.
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	○ videos for online property viewings. ○ virtual tours of properties. ○ any other promotional material promoted on Our Platforms. ● Where a homemover contacts You using the telephone number on Our Platforms, calls may be recorded and transcribed between You and the homemover. AI is utilised to transcribe and extract insights from recorded calls in order to support training, monitoring, analytics and the enhancement of services for both Us and Our Members. For more details on how we use AI, please see our section on “Use of AI”. ● Personal data that You provide to Us when We correspond by telephone, e-mail, video calls, post, direct messaging or tweets through social media or otherwise. When you correspond with Our Customer Service team, either by email or RightmovePlus, AI may be used to help Us respond to Your queries. For more information please see the section on “Use of AI”. ● If You register for Our exams or qualifications, You will provide Us Your date of birth, gender and any additional learning needs You may have. ● If You provide a reference to Us for a tenant, please see Our Consumer Privacy Policy for how We use Your personal information. ● Responses You provide to reviews placed on Our Platforms. ● Where You attend events, We may take photographs or video recordings of You. ● Where You attend events, We may ask for dietary requirements only where required. ● You may submit to Us photos or video recordings of Yourself when entering competitions, engaging with us on stories, social media or other forms of engagement with Us.
Why We collect it	We will use this information for several reasons relevant to Your membership with Us including: ● to provide the Services to Your company. ● to enable Your business to advertise properties and services to Our online audience. ● to generate Your profile and where You or a nominated representative of Your business agree, to publish that information (such as Your profile picture/photo, name, and contact details) on Our Platforms and in emails generated to users for Services that Your business take. ● to enable Your business to access valuation and surveyor comparable tools.

	• to process and resolve any queries that You may have concerning Your Rightmove membership. • to communicate with You about Our Services and updates about Rightmove membership terms and guidelines. • to customise and enrich Your experience on Our Sites. • to administer and protect Rightmove and the Sites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data). • to contact You for Your views on Our Services and to notify You about important changes to this Policy, Our terms, guidelines or developments to Sites or Our Services. • for training, monitoring and service improvement purposes and performance of contract where calls are recorded and transcribed. • for fulfilling Our contract with You. • to manage Your account and provide the Sites and Services to You. • to enable You to attend events hosted or sponsored by Rightmove. • where We cater for events, dietary requirements are collected solely for the purpose of ensuring appropriate catering. • to enable You to take Our courses, exams and qualifications. • to help keep Our site secure, such as 2 factor authentication. • to enable You to access Referencing and Rent Guarantee dashboards in Your RightmovePlus account where applicable. • to help us meet any dietary requirements You may have when running/sponsoring events. • video recordings and photographs of You may be collected and used for our own purposes such as promoting Our Services, events or otherwise online and in Social Media or as advised to You at the time via a release form. • to tailor Your experience on RightmovePlus.
Our lawful basis for processing this personal data	We rely on performance of contract and legitimate interests to process Your personal data to: • provide the Service to assist You to: ○ market or value properties. ○ identify and assess valuation opportunities. ○ advertise properties or services to potential purchasers, tenants, vendors or landlords. ○ provide a referencing and insurance service. • to operate Our business and manage Your account. • to gain information about the use of Our Sites and Services and any improvements that can be made. • promote Our Services and events we attend, run or sponsor. • to provide events for You to attend.

	• for monitoring, training and service improvement purposes. Where Your personal data is held in relation to a Rightmove membership agreement and related financial transactions, Our basis for processing that data is to perform Our contract with Your business or for legal reasons, such as filing accounts and HMRC returns or meeting Our regulatory obligations.
How long We will keep it for	• We will retain Your Personal Information for as long as necessary to fulfil the purposes We collected it for, including for the purposes of satisfying any legal, accounting, contractual or reporting requirements. • To determine the appropriate retention period for Personal Information, We consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorised use or disclosure of Your Personal Information, the purposes for which We process Your Personal Information and whether We can achieve those purposes through other means, and the applicable legal requirements. • The duration for which We retain personal information varies based on the type of information and the purposes for which it is used. For instance, We retain Your Rightmove Plus account information for as long as You hold a Rightmove Plus account/are a Member of Rightmove/ until We are notified by an nominated representative of Your company to close it or You or a nominated representative of Your business has chosen to delete the account. We typically keep emails for a minimum of 2 years and a maximum of 7 years depending on business requirements. In both examples, We may be required to retain the information for longer for legal (e.g. defence of legal claims), security (e.g. to investigate misuse) or for disaster recovery purposes. • In some circumstances we may anonymise your personal information so that it can no longer be associated with you. Once the purpose has ended, We will anonymise Your Personal Information (so that it can no longer be associated with You) for research or statistical purposes and We may use this information indefinitely without further notice to You.

INFORMATION WE COLLECT ABOUT YOU

What We collect and where it comes from	This is different to “information You give Us” because it relates to technical data that We collect via Our Sites or systems. We may:
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- Collect technical information that has the potential to identify You, including the type of Device You use, a unique identifier (for example, Your Device's IMEI number), the internet protocol (IP) used to connect Your computer to the internet, the MAC address of the Device's wireless network interface, or the mobile phone number, Your login by the Device, mobile network information, Your Device operating system, the type of browser You use on Your Device and its time zone setting, the browser plug-in types and versions, operating system and platform; browser type and version and Your login data.
- Collect data about whether Your email address for Your RightmovePlus account has been compromised (this data is only collected when you log into Your RightmovePlus account),
- Collect personal data about Your visit to Our Platforms and/ or Your interactions with Our direct marketing and other communications using tracking pixels to identify device types, open rates and click through information, the full Uniform Resource Locators (URL) clickstream to, through and from Our Platforms (including date and time), products You viewed or searched for, 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 and how You use Our Platforms, products or Services.
- Collect details of Your use of Our App or Your visits via the App, the resources that You access and the advertisers and partners that You contact.
- Use GPS technology on Your Device to determine Your current location. Some of Our location-enabled services require Your personal data for the feature to work.
- Combine technical information with other information that We have about You to help Us with Our processing of Your personal data as set out in this Policy.
- Mystery shopping which consists of emails and phone calls to You from Rightmove employees.
- Information required to screen individuals in Your business such as directors, officers, sole traders or persons with significant control. This screening takes place against publicly available, or government issued sanctions lists and media sources or via third party suppliers.
- Where You make use of Our Data Services products, We retain audit logs of the surveying reports which include the name of the person who generated the report.
- Where we take card payments, we receive name, email, postcode, card details (expiry date, last 4 digits of the card used) and status of payment.
- If You visit Our offices, we operate CCTV inside certain designated areas of Our premises, which captures images and video recordings. The footage and images captured include

	entry and exit points on each floor and access to the main computer rooms.
Why We collect it	• We will use the information summarised above to: • provide the Sites and Services to You. • conduct reviews that help Us improve and optimise Our Sites. • ensure that content from Our Sites is presented in the most effective manner for You and for Your device. • administer Our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes. • to help keep Our Site safe and secure. • to customise and enrich Your experience on Our Site. • to conduct mystery shopping in order to provide You with insights on how Your business handles the leads that are sent from Rightmove and/or to establish the fact/suitability of Your Rightmove membership. • to ensure You can meet Our vetting requirements and comply with regulatory obligations. The screening does not result in any automated decision making. • to provide audit trails for Our surveying tools. • CCTV: We operate CCTV in specific areas of our premises to help ensure the personal safety and security of our staff, visitors, and property and to support crime prevention. Images and video recordings captured by our CCTV systems may be used for security monitoring, investigating incidents, and, where necessary, sharing footage and images law enforcement or regulatory authorities. CCTV primarily monitors access to computer rooms and all entry and exit points. This helps deter unauthorised access and enables investigation of any theft or damage to Rightmove hardware.
Our lawful basis for processing this personal data	We have a legitimate interest to process this information. These legitimate interests are to: • help ensure the on-going security of the Platforms. • enhance the service that You receive on the Platforms. • provide information necessary to enable Us to provide competitive, cost-effective Services. • provide customer support including dealing with Your complaints, enquiries and to improve customer service. • monitor quality and conduct staff training. • to study how Our Platforms are used, including how Our Services are used, to develop them, to develop and grow Our business, to inform Our marketing strategy, to define types of customers for Our Services and to keep Our Platforms updated and relevant. • to operate Our business and Platforms (troubleshooting, data analysis, testing, to take payments, system maintenance, support, reporting and hosting of data, provision of

	administration and IT services, network security and to prevent fraud). • to ensure compliance with Our membership terms and conditions. • To tailor and improve Our communications with You. • CCTV is used in certain areas to protect people and property, deter crime, and support investigations. Footage may be shared with authorities as needed. We have a legal obligation to process the following information in order to comply with regulatory obligations: • auditing logs for our surveying tools. • vetting Information.
How long We will keep it for	• We will retain Your Personal Information for as long as necessary to fulfil the purposes We collected it for, including for the purposes of satisfying any legal, accounting, contractual or reporting requirements. • To determine the appropriate retention period for Personal Information, We consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorised use or disclosure of Your Personal Information, the purposes for which We process Your Personal Information and whether We can achieve those purposes through other means, and the applicable legal requirements. • The duration for which We retain personal information varies based on the type of information and the purposes for which it is used. For instance, We retain CCTV footage for up to 30 days. However, We may be required to retain the information for longer for legal (e.g. defence of legal claims), security (e.g. to investigate misuse), for evidential, or for disaster recovery purposes. • In some circumstances we may anonymise your personal information so that it can no longer be associated with you. Once the purpose has ended, We will anonymise Your Personal Information (so that it can no longer be associated with You) for research or statistical purposes and We may use this information indefinitely without further notice to You.

INFORMATION WE RECEIVE FROM THIRD PARTIES

From time to time third parties may share personal data about You with Us.

Who shares data with Us	Reason they share this with Us
Property Redress Schemes	They will share details of any membership that has been elapsed or expelled. The purpose is to ensure only Members who are required to have an active membership of a government recognised redress schemes can continue to advertise on Our Platforms.
Includes Regulators/Police/ Trading Standards/ HMRC/	During an investigation or legal proceedings, they may share details with Us so We can respond to their lines of enquiry/formal

Solicitors etc.	investigations. These cases are confidential and We would not normally notify You of such a request.
Market Research Agencies	Where You have participated and agreed, market research agencies appointed on Our behalf will share with Us the results of the market research.
Datafeed and CRM Suppliers	It may be necessary for Your appointed Datafeed or CRM Provider(s) to share information with Us in order that We can provide the Services to You.
Vendors/Landlords/Buyers/Tenants/Enquirers/Users of Our Sites	From time to time We are contacted directly by consumers. They may disclose to Us information about You when raising a query or complaint with Us.
Credit Reference Agencies/Fraud Prevention Agencies/ Agencies who can check ID, Politically Exposed Persons and Sanctions.	To ensure You can meet Our vetting requirements and legal obligations.
Training and Qualification Providers	To provide results and details of any qualifications/ exams/ training You take with Us in order We can provide the Services to You.
Presentation Hosting Suppliers	Where We share a presentation with You using third parties, We receive information about what pages were viewed to inform improvements.
Security monitoring suppliers	Will provide us information about breached credentials, suspicious activity on RightmovePlus for the purpose of keeping Our site secure.

INFORMATION WE SHARE WITH THIRD PARTIES

From time to time it may be necessary to share information with third parties in order to fulfil Our legal obligations, to fulfil Our service to You or under Our legitimate interests.

Who We share data with	What We share and reason for sharing
Includes Regulators/Police/ Trading Standards/ Property Redress Schemes/ HMRC/Auditors/ Solicitors etc.	Where We are legally required to disclose financial information to Our auditors, HMRC or information relevant to an investigation from a regulatory/ governing or legal body or where We are launching legal proceedings.
Fraud Prevention Agencies	Personal data You have provided to Rightmove may be shared with fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify Your identity. If fraud is detected, You could be refused certain services, finance, or employment. For further details of how Your information will be used by Rightmove and these fraud prevention agencies, and Your data protection rights can be found by visiting https://www.cifas.org.uk/fpn .
Market Research Agencies	From time to time We evaluate the Services We provide and engage third party market research agencies to contact You on Our behalf to gather feedback to help improve the service We provide Our Members. We will typically share limited personal data such as a decision maker's name, email address, contact number and company/branch address. We have strict data sharing and processing agreements in place with Our appointed market research agencies, the personal data is retained

	by them for a very limited time and they do not retain that information after completion of the research.
Email Marketing System	From time to time We may use an e-marketing platform that enables Us to communicate to all Our Members about important updates relating to their Rightmove membership. We will typically use an individual's name, email address and company/branch details. This is only accessible to a small number of Rightmove staff and not by the email marketing providers without prior permission from Us, only for the purpose of resolving an issue and permissions are revoked upon resolution.
Customer Relationship Management and Communications Systems	When You become a Member of Rightmove, a customer record is created. This information is provided by You or a nominated representative of Your business. In the course of communicating with Rightmove, Your name, email address and telephone number may be added to Our systems in order to provide the Services to You and keep You updated. We will also use the systems to provide tailored communications to You and to communicate to Our Members about important updates relating to their Rightmove membership.
Customer Services Ticketing System and One to One Communication	When You contact Us via email, online chat or telephone, Your personal data may enter into Our ticketing system. This allows Us to manage and respond to Your query.
Debt Recovery Agencies	Should We not receive full payment of Your membership, We may transfer Your debt to a debt collection agency in accordance with Our General Membership Terms and Conditions. We will share an owner's/director's name, email address, telephone and mobile numbers, any business addresses We have on Our system and details of the debt.
Telephone Call Recording (between You and Rightmove)	When You speak to Us Your calls may be recorded and transcribed for training, monitoring and service improvement purposes and to fulfil Our contract with You.
Telephone Call Recordings (between You and consumers via the Rightmove Sites)	If an authorised representative of Your company has signed up to Our telephone recording service, telephone lead enquiries generated via the Rightmove website may be recorded and transcribed for training, monitoring, analytical and service improvement purposes. You can view more details in Our Consumer Privacy Policy .
Subject Access Requests under General Data Protection Regulations	Where We receive a request for disclosure of personal data under a Subject Access Request, We will only provide data in response to that Data Subject request. Where possible or appropriate We may redact any personally identifying information relating to You.

Datafeed Providers	We may pass Your data onto Your appointed Datafeed provider when it is necessary in order to provide a Service to You. We will only share Your data with Your appointed Datafeed provider.
Vendors/Landlords/Buyers/Tenants/Enquirers/Users of Our Sites	From time to time, We are contacted directly by consumers regarding a complaint or concern. We may need to disclose Your data to resolve a complaint, address a concern or re-direct an enquiry back to You.
Printers, marketing and distribution agencies	From time to time We may write to You about Your membership, invoices for the Services We provide or You may request point of sale material from Us. We appoint printers, marketing and distribution agencies to process, print and dispatch on Our behalf and only share data necessary for the purpose of the communication or delivery of the point of sale. Personal data which can be typically included are decision maker name and correspondence address (usually branch or head office address). We have strict data processing agreements with Our appointed agencies, who only retain the data for as long as necessary to provide the service.
Screen Sharing and Virtual Meeting Suppliers	From time to time, it may be necessary for Us to share Our screens with You, or vice versa, either to provide training to You or to resolve a query You may have. We will always ask Your consent to screen share and You will be prompted by the screen sharing software to consent to sharing. These sessions may be recorded, and You will be notified at the time if that is the case.
Billing Systems and Payment Providers	To process Our invoices and provide Services to You We use systems to process payments. This records direct debit details, accounts payment details, name and contact details of the person paying Your invoices.
Card Payment Systems	Where made available, we may use an either Key IVR or online card payment system providers to process card payments. These will typically process name, email, postcode, card details, status of payment and reason for payment failing.
Electronic Signing Systems	We use e-signing systems to allow You to remotely complete and sign membership or product request forms, direct debit forms, forms to change Your membership type or Services, or to create a tenancy agreement.
Event Management Systems and Suppliers	From time to time We may use third party event management systems and suppliers to manage event registrations on Our behalf or for analytical purposes which help improve Our Services
Rightmove Hub Suppliers	We use external third parties to enable Us to host and provide content and Services to You, including analytics to help Us improve the Service We provide You.
SMS	We use an external party to deliver SMS communications for marketing and service communications and for security reasons to protect Your RightmovePlus account.
Translation/ Transcription providers;	Where necessary We may use translation and transcription service providers in order to process a query or communicate with You.

IT, Security, Hosting and Network providers	We use external third parties to enable Us to host, support Our Platforms and provide content and Services to You, including analytics to help Us improve the Service We provide You and to help monitor activity on Our site to help keep Our site secure.
E-calendar Providers	Where You take Our Viewings Manager product, We share details in order for You to create a calendar invite for a viewing.
Training and Qualification Providers	In order We can provide the training/qualifications and exams to You.
Credit Reference Agencies / Agencies who can check ID, Politically Exposed Persons and Sanctions.	To ensure You can meet Our vetting requirements and legal obligations.
AI Providers	Please see section below on AI for further information.

PROFILING

We may profile Your activity when using Our Services or Platforms. This profiling is based on Your usage and interaction with RightmovePlus and the Hub, Your attendance at events and webinars, participation in Our courses and exams, interactions with Our communications or Our staff.

We may use this information to:

- provide branch managers, owners and directors:
 - an overview of Your usage of reports in RightmovePlus and Services We offer.
 - identify opportunities to improve training.
- customise Our communications to You.
- use this information to customise Your experience on Our Platforms such as suggesting Services or events:
 - that may be of interest to You;
 - from Our third-party advertisers that may be relevant and of interest to You based on Your use of Our Platforms.

Any profiling data that We hold about You will only be kept for as long as is required to perform the Services to Our Members and provide Our Platforms and Services to You.

USE OF YOUR PERSONAL DATA FOR DIRECT MARKETING AND OTHER COMMUNICATIONS

Business to Business Communications

We have a legitimate interest to contact You regarding Your business membership of Rightmove, to:

- perform Your contract.
- provide Services to You.
- keep You updated on important announcements or service alerts.
- keep You informed of services/products/events that are available to You.
- provide account management support.

Business to Business Marketing

Sometimes We may use Your personal data to provide direct marketing messages to You regarding Your business. You can opt out of direct marketing at any time by:

- managing Your preferences in Your Hub account.
- using the unsubscribe links located at the bottom of the direct marketing emails We send You.
- Contacting Us directly on talk-to-us@rightmove.co.uk.

Improving Our Communications with You

We use tracking pixels in Our email communications to You which captures whether You opened an email, device and operating system, and what parts of the email you engaged with. We rely on legitimate interests to collect and process this information in order to improve and customise Our communications with You.

USE OF AI

We make use of AI, machine learning, and other similar technologies (“AI”) to improve Our site, services, internal operations and communications. We do not use AI to make any automated decisions which can have a legal or similar effect. Examples of how We use AI include:

- Helping Us to better understand Your needs in order to provide You a more customised and relevant experience on Our Platforms.
- To tailor Our marketing communications with You.
- To assist with responding to enquiries You may have with Us and improve Our correspondence with You.
- Use anonymised behavioural datasets as training data to build Our own predictive models.
- To identify areas We can improve Our services.
- For training, monitoring and quality assurance purposes.
- **Customer Services:** when You correspond with Us via email or via RightmovePlus, we use AI to triage Your query and to help Us better understand and respond to Your query. Queries and responses will be used to help train Our models to better respond to queries. We apply appropriate technical and organisational controls to protect Your personal data, including limited retention periods. We ask that You avoid supplying personal or sensitive data in Your correspondence with Us, but if You do, beyond what is necessary for Us to respond to Your query, We have legitimate reasons to process this information to ensure optimisation of Our user experience. We use analytics to help us identify how we can improve Our services and for monitoring and quality assurance purposes.
- **Recorded calls between You and Homemovers:** AI is utilised to transcribe and extract insights from recorded calls in order to support training, monitoring, analytical and the enhancement and improvement of services for both Us and Our Members including providing Our Members insights on calls they have received. We apply appropriate technical and organisational controls to protect Your personal data, including limited retention periods. We ask that You avoid revealing personal or sensitive data in the calls, but if You do, beyond what is necessary for the purpose of responding to the query, We have legitimate reasons to process this information to ensure provision of the services. We use analytics to help us identify how we can improve Our services and for monitoring and quality assurance purposes.

SPECIAL CATEGORY DATA AND CRIMINAL OFFENCE DATA

We only collect and process this type of data in the following circumstances:

- To screen and vet Our current and future Members (e.g. Government issued ID which may indirectly reveal ethnicity, confirmation from You that You have no Criminal or Civil court hearings and whether You appear on any Politically Exposed Persons or Sanction lists).
- Our third-party suppliers use biometric technology to verify Your identity as part of the vetting process.
- Additional learning needs when registering for an exam. You may choose to disclose additional learning needs to the examination centre for the purpose of making special exam arrangements where required.

We only keep this information for as long as is necessary. We employ appropriate technical and organisational measures to ensure Your personal data is secure.

WHO HAS ACCESS TO YOUR PERSONAL DATA?

If Our business is sold or merged, or if We sell or buy any business or assets, We may disclose Your personal data to the prospective seller or buyer of such business or assets. We will make sure that any such transfer is done in a secure way.

If We offer or supply a Service to You that is provided on Our behalf by a third party, We may have to pass Your personal data to them in order to deliver the Service. The categories of third parties (who are acting as data processors which means they are responsible for processing personal data on behalf of Us) are detailed in the 'Information We share with third parties' section.

We will disclose Your personal data to other third parties if We are under a duty to disclose or share Your personal data to comply with any legal or regulatory obligation or request. This includes exchanging personal data with other companies for the purposes of fraud prevention and credit risk reduction.

WHERE DO WE STORE YOUR PERSONAL DATA?

We predominantly process personal data in the European Economic Area ("EEA"). However, We may transfer, store or process Your personal data at a destination outside the EEA. It may also be processed by staff operating outside the EEA who work for Us or for one of Our suppliers or contractors. Territories outside of the EEA may not have equivalent legal protections to those that apply within the EEA, but We are under a duty to make sure that Our suppliers and contractors located outside of the EEA continue to take all steps reasonably necessary to ensure that Your personal data is treated securely and in accordance with this Policy. We will use Standard Contractual Clauses and/or the UK-US Data Bridge for transfers to the United States of America.

By submitting Your personal data to Us, You agree to this transfer, storing or processing. Unfortunately, the transmission of information via the internet is not completely secure. Although We will do Our best to protect Your personal data, We cannot guarantee the security of Your data transmitted to Our Site; any transmission is at Your own risk.

Once We have received Your information, We will use procedures and security features to try to prevent unauthorised access. We follow security procedures to help ensure that Your personal data is not damaged, destroyed or disclosed to a third party and to prevent unauthorised access to it.

The servers and cloud-based technology that store the information are kept in a secure facility with restricted physical access and We use secure firewalls and other measures to restrict electronic access. If We are working with third parties, We will require them to have in place similar measures to protect Your information. Only employees who need access to Your information to perform a specific job are granted access to personally identifiable information.

We may require You to co-operate with Our security checks before We disclose information to You. You can update the personal data that You give Us at any time by viewing Your account in Our Platforms. Where We have given You (or where You have chosen) a password which enables You to access certain parts of the Sites, You are responsible for keeping this password confidential. We ask You not to share Your password with anyone.

YOUR RIGHTS

For personal data You have provided to Us as a consumer, please visit Our [Rightmove Consumer Privacy Policy](#) and [HomeViews Privacy Policy](#).

For personal data pertaining to Your Rightmove membership, You have the right to:

- request access to or rectification of the personal data which We hold about You.
- request erasure of Your personal data in certain circumstances.
- restrict the processing of Your personal data.
- object to or restrict Our processing of Your personal data in certain circumstances.
- request that We transmit Your personal data to another data controller.

Please note that commercial membership data held for contractual, tax or financial purposes may not be subject to deletion/rectification. We rely on legitimate interests and performance of contract to process Your data, therefore by exercising these rights, this may limit Your access to or use of Our Services in a commercial capacity.

To exercise any of these rights, please contact the Data Protection Officer whose contact details are provided at the end of this Policy.

You have the right to complain to the Information Commissioner's Office if You feel unhappy with the way We process Your personal data. Please visit <https://ico.org.uk/> for more information.

Complaints (Data Protection)

If You have concerns about how We handle Your personal information, We encourage You to contact us first so We can try to resolve the issue. You can raise a data protection complaint by emailing Our Data Protection Officer/Team at dpo@rightmove.co.uk or writing to the address set out in the "Your rights" section above. We will acknowledge Your complaint within 30 days. We will then investigate Your complaint in line with our [Complaints Policy](#) and inform You of the outcome in line with applicable data protection law, including the Data (Use and Access) Act 2025 (DUAA) and the UK GDPR.

If You remain dissatisfied, You have the right to complain to the Information Commissioner's Office (ICO) (www.ico.org.uk).

COOKIES AND TRACKING

Please visit Our [Consumer Privacy Policy](#) and [Cookie Policy](#) for more information.

For HomeViews, please see their [Privacy Policy](#) and [Cookie Policy](#) for more information.

CHANGES TO THIS POLICY

Any changes We may make to this Policy in the future will be posted on this page and You will be notified by email or via Our Platforms where the changes are material. Please check back frequently to see any updates or changes to this Policy, as You will be deemed to accept such changes from Your continued use of Our Platforms.

CONTACTING US

If You would like to stop receiving direct marketing from Us please contact Us via email at talk-to-us@rightmove.co.uk or please write to the Customer Services Team, 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE .

If You would like Your RightmovePlus or Hub account to be deactivated or data contained within Your account to be removed, or have any queries about RightmovePlus or the Hub, please contact Us via email at customer.support@rightmove.co.uk or write to the Customer Services Team, 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE .

If You have any questions about this Policy or Our use of Your personal data or would like to submit a subject access request or exercise Your other data subject rights, please contact Our Data Protection Officer via email at dpo@rightmove.co.uk or please write to The Data Protection Officer, Rightmove Group Limited, 2 Caldecotte Lake Business Park, Caldecotte Lake Drive, Milton Keynes, England, MK7 8LE .

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