

RIGHTMOVE AGENT AND DEVELOPER TECHNICAL GUIDELINES

January 2026

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1. Property Updating Timeframes

We will use reasonable endeavours to ensure that, except where We are manually updating Your Member Data pursuant to Your instructions:

- updates to Your Member Data provided automatically to Us will appear on Our Platforms within 24 hours of receipt; or
- if You make changes to Your Member Data via Rightmove Plus during a Business Day (between the hours 06:00 – 22:00 GMT), within 15 minutes, otherwise it may take up to 1 Business Day.

2. Provision of Rightmove Plus Access and Rightmove Hub Access

We will, subject to Your Membership type and upload method, use reasonable endeavours to provide access for You to add, amend or remove Your Member Data using Rightmove Plus at all times, however we make no warranties that Rightmove Plus will be available 24 hours a day, 7 days a week. We reserve the right to restrict access where necessary to comply with any Relevant Legislation or Codes, safety or security requirement.

The Rightmove Hub is a platform which provides Members with insight and assists with development, and is available to Members' directors and employees, for internal use only. Any unauthorised access, use or redistribution of any materials contained on the Rightmove Hub is strictly prohibited. You agree to comply with all Relevant Legislation or Codes and Our security requirements in Your use of Rightmove Hub.

3. Platform Availability and Performance

We will use reasonable endeavours to maintain the availability and performance of Our Platforms.

4. Maintaining Data Integrity

We will use reasonable endeavours to maintain the integrity of Your Member Data, but we accept no responsibility for checking the accuracy or appropriateness of Your Member Data and have no obligation to edit or review Your Member Data, although We reserve the right to edit, review, suppress or remove Your Member Data if We believe it is inaccurate, inappropriate or in Our opinion contravenes Our General Membership Terms and Conditions "GTCs" or any Relevant Legislation or Codes.

5. Data Security

We will use reasonable endeavours to ensure that Your Member Data is not altered in such a way as to misrepresent any of the information contained within it.

6. Format and Specification Changes

We will use reasonable endeavours to notify You of changes to the specification and/or format in which You must provide Your Member Data at least 30 days in advance, except

where changes are essential to the proper operation of Our Platforms in which case, We will notify You as soon as reasonably practicable.

7. Customer Enquiries

We will use reasonable endeavours to forward all potential customer enquiries generated from Our Platforms to the contact address provided to Us by You for Your Locations as soon as reasonably practical. In the event of Our failure to do so, We will notify You within 2 Business Days of becoming aware of such failure.

Without notice, we may make future changes to the HTML body of email leads which, if using a parser or bot to collect the data from said email leads, these changes will require the updating of your bot/parser.

8. Profile Page Display

We will, subject to Your Membership type (which is defined in more detail in Our Membership Classification Guidelines) and Our discretion, provide You with a profile page relating to each of Your Branch Locations on Our Platforms, the entire content of which shall be subject to Our prior approval. All content You provide for Your Branch Location profile page must comply with all Relevant Legislation and Codes. In addition, the name of Your Branch Location profile page must, in Our reasonable opinion and at Our sole discretion, comply with the following Branch Location profile page naming convention:

- The Branch Location profile page name must not misrepresent the geographical location of the Branch Location, nor its geographical area of coverage. However, if You have a Commercial Membership, You may choose whether the relevant Branch Location profile page name refers to the geographical location of the Branch Location, or whether it instead refers to the property type (for example: “Office”; “Retail”; “Industrial” etc.)
- The Branch Location profile page name must not exceed 30 characters, except in exceptional circumstances where the name of the town in which the Branch Location is based contains more than 30 characters.
- Unnecessary wording must be avoided (e.g., avoid using words like Sales and Lettings in addition to the Branch Location profile name).
 - Where there are different departments within the Branch Location such as New Homes/Short Lets etc. these should be set up as a brand within the company and with an appropriate Branch Location profile name. Not with a profile name that references the service offering. For example “Johnstone & Rankin New Homes, Norwich” ... rather than “Johnstone & Rankin, Norwich New Homes”.
- Where there is no physical Branch Location and therefore the profile is virtual, the profile name must not misrepresent the nature or geographical location of the business and must say "covering" or similar followed by the town or area.
 - For example, a virtual profile found when looking for agents in “Stony Stratford that belongs to Johnstone & Rankin’s Branch Location in Milton Keynes”, should say “Johnstone & Rankin, Milton Keynes *covering Stony Stratford*”.
 - For example, a profile belonging to a hybrid agency with no office premises but covering a specific geography should be named in relation to the geography that the hybrid agent covers for example, “Johnstone & Rankin, *Covering Bedford*”; or “Johnstone & Rankin, *Covering West Suffolk*”.

- If You have an Overseas Membership and there is no physical Branch Location, the profile name must not misrepresent the nature or geographical location of the business, therefore it must say "covering" or similar followed by the town, area or country. Where the Branch Location advertises properties in different countries the Branch Location name must say "International".
 - E.g. a virtual branch covering a specific geography should be called Johnstone & Rankin Covering Albufeira or Johnstone & Rankin Covering Central Algarve.
 - E.g. an agency with office premises in the UK and advertising properties in Spain, Portugal and France should be called Johnstone & Rankin, International.
- If You have an Overseas Membership, where a Branch Location is advertising a partnering agent's portfolio, the Branch Location name must indicate the location which the partnership covers.
 - E.g. a Johnstone & Rankin branch advertising a partnering agency's portfolio in Torrevieja should be called 'Johnstone & Rankin, Covering Torrevieja'.

9. Marketing Your Properties

You warrant that Your Member Data will only include information on unsold/unlet property or land appropriate to Your Membership:

- Where You or Your Client received the original instruction from a third party at one of Your Locations to sell or let such property or land prior to providing it to Us; or
- Where You or Your Client have developed or are developing such property or land at one of Your Locations. For the avoidance of doubt, Your Member Data must not include details of property or land if the original instruction was received, is managed or controlled from somewhere other than one of Your Locations or that You are not properly authorised to market or that is not freely available for sale or let.

For Estate Agency and Lettings customers:

- If You have multiple Branch Locations, Your properties must only be advertised by the Branch Location that received the original instruction. For the avoidance of doubt, You must not advertise all properties through one Branch Location. We will not link properties from one Branch Location to another. This is so that it is clear to Users to which Branch Location they are enquiring about any particular property and so that Rightmove Plus reports are not disrupted. We are able to set up any of Your Branch Locations to load properties manually to Rightmove if required. For example if you do not wish to have a datafeed at a particular Branch Location. If You wish to manually upload Your properties, please do contact Us to arrange this.
- In order for multiple Locations operated by different Brands to market the same property, each Location must have a distinct instruction from the vendor or landlord that has arisen as a result of the vendor/landlord identifying 2 or more competing agencies and electing to instruct 2 or more of them.
- Rightmove reserves the right to remove duplicate property listings, if in Our reasonable opinion:
 - there is no distinct instruction for each Location marketing the property; or
 - it appears that substantially all listings for one Location are also listed by another Location under Your Brand; or

- multi-agency agreements for Locations under the same ownership are creating specific challenges or anomalies in market share or other Rightmove data when compared to other Members.
- If a property is listed on a joint agency agreement, and one of the agents isn't a Member, then the Member can only advertise the property if the joint agency agreement is written and signed on their letterhead.

For Rightmove Commercial Customers:

- For the avoidance of doubt, in relation to a Business Transfer Agency Membership listing, all listings must include a freehold or leasehold interest in land.

10. Use of Property Image Carousel and Videos

You warrant that where You provide images and videos to be shown with the property or land You or Your Client are marketing:

- such images and videos are only of the property or land being offered, the occupier lifestyle (only if You are a Rental Operator Member or a Commercial Member), immediate locale and may in no way be deemed misleading to the offer;
- You have all necessary permissions to use such images and videos (including but not limited to the copyright in such images and videos);
- Your advert does not contain any photographs or static or animated images by which any living person can be identified (unless You are a Rental Operator Member or a Commercial Member);
- Your images and videos will not contain any third party intellectual property and if so, You agree to blur such third party intellectual property such that it is not identifiable (to Our satisfaction).

"Light Touch Edits" means minimal editing such as cropping, brightness/contrast adjustments, colour balance, shadow lifting and warming tones.

"Enhanced Edits" means content which is either (i) generated and/or manipulated by AI; (ii) CGI; or (iii) manipulated or modified manually, such as adding or removing objects, or making enhancements e.g. changing architectural features.

Light Touch Edits and Enhanced Edits are permitted, provided that these adjustments/enhancements do not misrepresent the property.

Enhanced Edits may be perceived as authentic by a consumer; therefore, you agree that any Enhanced Edits uploaded or otherwise to Our Platforms must be –

- accompanied by current, accurate images of the room and/or property; and
- clearly labelled as being AI or otherwise enhanced.

We reserve the right to remove any content that We reasonably believe does not comply with this paragraph 10 or other Relevant Legislation or Codes.

11. Online Viewings/Virtual Tours/Property Videos

Where We have provided You with the facility to add property videos or virtual tours via Our Platforms, or have provided You the facility to upload Online Viewings via Rightmove Plus, You must ensure:

- it is only of the property and land offered;
- You have the owner's permission to upload the online viewing to Our Platforms;
- it does not contain anything by which any living person can be identified;
- to take all reasonable steps to check the videos are suitable and does not contain anything which contravenes the Rightmove GTCs;
- videos do not contain anything that is likely to breach the Data Protection Laws (look out for things in the backgrounds of the videos such as inclusion of people, pictures of people, personal information);
- the quality of the video is reasonable.

12. Providing Your Data to Us

You will provide Your Member Data to Us in accordance with any specifications and/or in the format that We specify and in such a way as not to:

- interfere with the operation or functionality of Our Platforms;
- compromise Our Users' experience;
- have a detrimental effect on the quality of Our Platforms; or
- disadvantage Us over other property advertising portals.

13. Feed Providers

We reserve the right to switch off Your Feed Provider, which in turn switches You and Your properties invisible, if Your Feed Provider's actions result in the following (irrespective of whether Your Branch Locations were compromised or affected):

- a breach to regulations;
- compromises the security of Our Platforms; or
- a breach of Our GTCs.

14. Notices and Provision of Contact Details to Us

Where notices are served by email by either You or Us, any notices served after 4:30pm on a Business Day will not be deemed served until 9am on the following Business Day in accordance with the Civil Procedure Rules, section 6.26.

You will provide Us with a valid working email address and telephone number for each of Your Locations and will immediately advise Us of any changes or technical problems that would prevent Your Locations receiving emails or calls.

15. Your Use of Personal User Data Supplied by Us

You warrant that You will:

- comply with all reasonable requests and preferences expressed by Our Users;
- comply fully with Your obligations under Data Protection Law with respect to personal data We send or make available to You;
- not make any User Data available to third parties without explicit consent;
- gain Your own legitimate interest or consent bases for processing any personal data We send or make available to You if you wish to add said personal data to Your own marketing databases.
- not use the User Data supplied by Us for any purpose other than the performance of Your Contract with Us; this includes not passing User Data to any other third party,

including data feed providers, for any marketing, data analysis or on-selling purposes without Our express written consent.

16. Branch Advertising Integrity

You warrant that Your Member Data and display adverts:

- where they include details of Your commission or fees, describe these items in accordance with The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) and The Property Ombudsman (TPO) Code of Practice; and
- do not include specific comparisons with third parties.

17. Property Advertising Integrity

You warrant that You own or have consent/permission to use all data that comprises Your Member Data and that Your Member Data:

- is accurate, appropriate, relevant, complete and may not be deemed misleading;
- is of a professional and inoffensive nature;
- is a genuine property listing and is not a 'joke' or false listing (including but not limited to a "haunted house" during the Halloween period or "Santa's Grotto" during the Christmas period);
- does not include any references to gambling or raffles;
- is to the best of Your knowledge free from known viruses, disabling programs and devices;
- does not breach any obligations of confidentiality or privacy;
- is not being displayed against the wishes of the person, firm or corporate entity from whom You or Your Client acquired it;
- does not include details of Your commission, fees (except permitted payments and buyer fees), or specific comparisons with third parties who We perceive to be competitors of You or Your Client;
- any links or references to any website or any other information that is specifically excluded that We deem to be inappropriate to Your Membership;
- You warrant that a valid document of instruction and/or terms of business or memorandum of sale will be supplied upon Our request; should We require confirmation on the advertising situation of a property listing on one of Your Locations.

You warrant that:

- You are a member of an applicable Government approved redress scheme and that such membership encompasses all relevant businesses under Your Brand; and
- for all rental property listings in England and Wales that You advertise on Rightmove, You will upload all applicable details of permitted payments, Client Money Protection and Redress Scheme membership in the Tenancy Info field. Client Money Protection certificates may be uploaded under the brochure field.

You are required to supply a full property address for all Your property listings (with the exception of New Homes), including the full 1st line of the address such as house name and number. This ensures We accurately display the property in the correct search results and on Our sold prices page.

18. Updating of Your Property Advertising

You will use reasonable endeavours to update Your Member Data to ensure that it is and remains correct and accurate including but not limited to any alterations to:

- prices;
- availability; and
- the display of any of Your Member Data.

Where there is a material change or update of Member Data, You will ensure Your Member Data is amended accordingly within 1 Business Day.

You agree that Your property listings will only be shown as 'reduced' on Our Platforms (and subject to an email alert) if the reduction is at least 2% of the property price. This can be added up incrementally within 5 working days if Rightmove are contacted directly. The 2% threshold is a commercial decision taken by Rightmove to reduce portal juggling. You should use the property description free text to highlight where a property has been reduced, including a 'was/now', even if the 2% threshold has not been met as reducing the price by any amount is technically a reduction and must be advertised as such, as long as this is not misleading.

"Fall Through" means where a property, which has been advertised for sale as 'Sold Subject to Contract' or 'under offer', and marked as such on Our Platforms, but before said property transaction could be completed, the buyer withdrew. The reason for the buyer withdrawing is irrelevant for the purposes of whether or not it is a fall through.

We can re-list Your Fall Through property if it has been:

- unavailable for 7 weeks consecutively or more;
- was made available in the last 7 days; and
- has had no property alerts in the last 7 days.

That will mean Your property will go out in Instant Alerts and show with a new added-on date.

In relation to Fall Through properties, You understand that inaccurately declaring a property as a Fall Through is likely to be classed as a misleading action contrary to the Digital Markets, Competition and Consumers Act, with a resultant penalty of a fine and/or up to 2 years imprisonment, and that, if requested, You authorise Us to provide confirmation of this declaration to National Trading Standards or any statutory body to assist in their investigations. You understand that inaccurately declaring a property as a Fall Through will be classed by Us as a breach of clause 4.1.3 of the General Terms and Conditions and will result in Us terminating Your Membership in accordance with clause 10.2.5 of the General Terms and Conditions. You agree to use the following language when properly declaring a property to be a Fall Through: "I declare this property as a fall through and request that it be returned to market."

In the event of a marketing break, in order for a new "Added On" date to be created and for the listing to be distributed in an Instant Alert, then the property has to have been marked as "Unavailable" for at least 14 weeks.

All advertising should be conducted in accordance with the National Trading Standards, Estate and Letting Agency Team, Terms use in property advertising, Guidance for industry, consumers, and other stakeholders (August 2023 – as may be updated from time to time).

19. When a Property Listing has an Interested Buyer/Tenant

Should a property become unavailable due to a change in the property's status You will ensure that the status of the property is changed from "Available" to the correct corresponding property status of either:

- Sold subject to contract (SSTC);
- Sold subject to concluded missives (SSTCM Scotland only);
- Under offer;
- Reserved; or
- Let Agreed.

For rental properties, when a holding deposit has been taken, You must ensure the property status is updated to let agreed on Our Platforms.

In the event that the property sale has exchanged and completed or the property is tenanted, You will ensure the removal of the property from Our Platforms.

You warrant that each property which forms part of Your Member Data will not exceed the permitted time that it may remain in a particular property status, other than "Available". Further details of when property statuses should be updated are set out in paragraph 20 and the Data Quality requirements table below.

20. Length of Time a Property may Be Advertised as Having an Interested Buyer/Tenant

Your sales properties may remain with the following property status for a period of no longer than 8 months:

- SSTC;
- SSTCM (Scotland only);
- Under offer;
- Reserved.

Your lettings properties may remain with a Let Agreed property status for a period of time no longer than 6 weeks.

21. Reselling of Rightmove Services

You warrant that You will not without Our written permission directly or, in Our opinion indirectly, sell or provide another business that would be eligible for Membership, irrespective of whether that business that would be eligible for Membership is Your Client, with access to Our Platforms, Rightmove Plus, the Rightmove Hub or any other Services provided to You by Us as part of Your Membership.

22. Use of Links to External Websites

We retain the right to edit, suppress, remove or amend any links or similar to third party sites, documents or associated data if, in Our opinion, the operation of such links will adversely affect in any way the performance of Our Platforms or the User experience of using Our Platforms.

23. Telephone Recording

When You sign Your Contract to become a Member, You agree to telephone recording. Such telephone recording will be switched on automatically pursuant to the Telephone Recording Terms and Conditions. Please contact Us to let Us know if You wish to opt out.

24. Vetting, Fraud Prevention Checks, Information Security and Breaches

We reserve the right to re-vet or perform checks on Our Members at any time to ensure compliance with the Rightmove GTCs.

We have a zero-tolerance approach to tax evasion pursuant to the Criminal Finances Act 2017.

The personal information We have collected from You 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. Further details of how Your information will be used by Us and these fraud prevention agencies, and Your data protection rights, can be found by visiting <https://www.cifas.org.uk/fpn>.

If You provide inaccurate or misleading information during Our Vetting checks, We shall have the right to terminate Your Membership in accordance with the GTCs.

In order to combat the rise in rental fraud, all Members on a Residential Lettings or Residential Dual Sales and Lettings Membership must check the identification of all prospective landlords either physically or via a Government-certified ID Service Provider (IDSP). A list of such IDSPs are available at this link: <https://www.gov.uk/government/publications/list-of-certified-digital-identity-and-attribute-services>.

From 14 May 2025, You agree to carry out anti-money laundering and sanctions checks on landlords and tenants pursuant to the Sanctions and Anti-Money Laundering Act 2018 and Section 70 of The Russia (Sanctions) (EU Exit) Regulations 2019.

If We believe You are in breach of Our GTCs, or We need to confirm You have remedied a breach We have notified You of, We reserve the right to investigate, which can include conducting mystery shops. If We identify or suspect any impropriety on Your part, We shall have the right to notify any relevant enforcement authorities of such impropriety.

If We notify You of a breach pursuant to clause 10.2.1 of the GTCs and You remedy such breach within the 14 day period and then You subsequently commit the same or similar breach (in Our opinion) again, We reserve the right to terminate Your Rightmove Membership with immediate effect.

If Your Contract is terminated pursuant to clause 10.2 of the GTCs, and You subsequently rejoin as a Member and commit the same or similar breach (in Our opinion) again, then We reserve the right to terminate Your Rightmove Membership with immediate effect.

Where a potential new Member, or any person Associated with them has held a Membership with Us at any point in the past and there are outstanding Charges associated with that Membership, all such outstanding Charges must be repaid in full before they may join Us.

Where an existing Member is found to be Associated with any person who has held a Membership with Us at any point in the past and there are outstanding Charges associated with that Membership, all such outstanding Charges must be repaid in full.

“Associated” includes any principal, partner, director, or employee of a firm who has held a Membership with Us prior to the date the contract is signed and/or a close family member of any of the above. Close family member includes spouses, partners, parents, grandparents, children, aunts, uncles, nieces, nephews, cousins and includes family members by virtue of marriage (for example stepchildren), adoption and both the full blood and half blood.

Information Security

In this paragraph 24, the following definitions shall apply:

“Affected Account” means Your account or any Account affiliated with Your Membership which has been Compromised.

“Compromise” means any breach or failure of security measures that result in either (i) manipulation of; (ii) disclosure of; or (iii) unauthorised access to Systems, accounts, data or networks.

“Multiple Account Compromise” means unauthorised access to more than one account including but not limited to a whole environment, affecting one or more parties, with a risk of further accounts being Compromised.

“Rightmove Systems” means any System developed or owned by Rightmove, for example Rightmove Plus.

“Single Account Compromise” means unauthorised access to one account only, for example, an individual work email account, with no evidence of further accounts at risk of Compromise.

“System(s)” means hardware, software, networks, or infrastructure that are used to process, store or manage data and support business operations, including but not limited to, databases, applications, the networks that connect them as well as any related technologies that enable the functionality of a product or service.

“Technical Compromise” means any situation where the security or integrity of a System, data, account or network has been breached or undermined due to technical vulnerabilities.

Where We have been notified or suspect Your account, or any account affiliated with Your Membership, has been Compromised, We may in Our sole discretion suspend the provision of Services without notice and with immediate effect to mitigate risks to Members and Users, in accordance with clause 10.3 of the GTCs.

We shall endeavor to notify You of any suspension pursuant to this paragraph 24 ("**Suspension Notice for Compromised Accounts**"), within 1 Business Day of the date of suspension. In the event notice cannot be provided within the specified period of 1 Business Day, We shall make every reasonable effort to notify You as soon as possible.

Where You are suspended in accordance with this paragraph 24, You represent and warrant that You shall:

- Provide an alternative email address in order for Us to contact You while Your Account remains Compromised; and
- Cooperate with Us while investigating any Compromises.

Where You are suspended for a Single Account Compromise, You represent and warrant that You shall:

- Revoke all sessions for the Affected Account, to ensure that anyone who has had access prior to the Compromise no longer has access;
- Reset the password for the Affected Account to a new strong and unique password;
- Enable additional authentication controls, such as multi-factor authentication, to provide further protection to the Affected Account;
- Ensure an investigation is completed by Your IT team or an external IT service to assess the root cause and impact of the Compromise; and
- Based on their findings inform Us of whether:
 - (i) the Compromise was isolated to the Single Account Compromise; or
 - (ii) the Compromise has been found to be a Multiple Account Compromise.

Where You are suspended for a Multiple Account Compromise and/or a Technical Compromise, You represent and warrant that You shall:

- Ensure a full investigation of the Compromise is conducted by Your IT team or an external IT service, ensuring any and all threats have been identified and removed. If a report is available, You shall provide a copy of this to Us;
- Ensure full anti-virus and anti-malware scans have been completed across all devices that access Rightmove systems and ensure the results of such scans show no existing or new threats are present;
- Revoke all sessions for the Affected Account(s), to ensure that anyone who has had access prior to the Compromise no longer has access;
- Reset the password for the Affected Account, creating a new strong and unique password; and
- Enable additional authentication controls, such as multi-factor authentication, to provide further protection to the Affected Account.

Once You have completed all the required actions pursuant to this paragraph 24, You shall provide signed undertakings confirming performance of the applicable actions listed above, in accordance with the Suspension Notice for Compromised Accounts. You acknowledge that this list is not exhaustive and We may reasonably request You take further actions, not listed in this paragraph 24, that We may deem appropriate (in Our sole opinion) to remedy the Compromise and ensure the continued security of all accounts, enabling Us to restore the Services.

In the event You have, or We suspect that You have failed to follow the process outlined above, in the timeframe notified to You and set by Us in Our sole discretion, We reserve the right to terminate Your Rightmove Membership with immediate effect.

25. Authority to Sign

Individuals in Your organisation designated as the "Overall Authority" must have the ability to enter into and sign contracts on behalf of You and, where We have commenced the Services, You agree to be bound by the terms of Your Contract irrespective of who signed Your Contract.

26. Definitions in these Technical Guidelines

Defined terms in these Technical Guidelines shall have the meaning given to them in the GTCs or Membership Classification Guidelines unless stated otherwise.

27. Sanctions Policy – Data Quality

- **“Category A Data Quality Issue”** means an issue with Your property listings which either results in You being in breach of applicable legal requirements or We deem (in Our sole discretion) to have a potential harmful impact on Users and/or other Members.
- **“Category B Data Quality Issue”** means an issue with Your property listings which results in You being in breach of Our Technical Guidelines.

You agree to comply with Our Sanctions Policy for Category A Data Quality Issues and Category B Data Quality Issues as outlined in the Data Quality Course of Action (available here:

<https://www.rightmove.co.uk/for-agents.html>).

28. Sanctions Policy – Fraud

You agree to comply with Our Sanctions Policy for Fraud as follows:

- If We identify a data breach or suspicious activity, or have reasonable belief that there will be a data breach or suspicious activity (**“Fraud Incident”**), on Your account or if we are made aware of a Fraud Incident by third party, We have the right to take the following actions: lock Your account immediately; if We have reasonable belief that Your Rightmove account may have been compromised, We will switch off Your Locations; if We have reasonable belief that any Users have been affected, We will notify them and advise them to cease further communication. We will request that You to take various measures to assist and once completed to Our satisfaction, We will switch Your Locations on.
- If a Fraud Incident occurs more than twice on Your account, We have the right to take the following actions: lock Your account immediately; if We have reasonable belief that Your

Rightmove account may have been compromised, We will switch off Your Locations; if We have reasonable belief that any Users have been affected, We will notify them and advise them to cease further communication. We have the right to switch off Your Locations with immediate effect, which means Your property listings will not be visible on Our Platforms. We will review Your Membership with Us and have the right to terminate Your Membership under clause 10.2.5 of the GTCs.

For further detail, please see the Fraud Course of Action (available here: <https://www.rightmove.co.uk/for-agents.html>).

29. Data Quality Requirements Table

Misuse of Media	
Property Image Carousel	
The use of a logo or other image that is not relevant to the property, or the use of text in an image. The use of borders, banners and corner flashes on images.	Supply Your images clearly to show them at their best and achieve maximum results. Images should provide home hunters with the real vision of the property. Images must not contain text. However, in circumstances where the location of the property, or if other features relevant to the property, are unclear in the image (for example in a drone image), You may indicate on the image the relevant location, using an arrow or outline (or similar). You may use CGI / AI augmented images, subject to paragraph 10 above. You must ensure that all images are specific to the property being advertised. You must not use text in images or videos (including but not limited to incentives).
The use of non-property images and videos.	Non-property images and videos are not permitted unless You have a Rental Operator Membership with Us pursuant to the Membership Classification Guidelines and the image/video is a lifestyle image/video (see next section), and provided that the lifestyle images/videos do not exceed 40% of the total images and videos in the listing. All lifestyle images and videos must comply with the Advertising Standards Authority (“ASA”) requirements and guidance including but not limited to the CAP Code (UK Code of Non-broadcast Advertising and Direct & Promotional Marketing), and in particular You agree that any lifestyle images and videos which feature alcoholic beverages or alcohol-related products must be incidental to the overall depiction of the lifestyle associated with the property listing, and that such images and videos must not place undue emphasis on alcohol consumption. You acknowledge that We may remove such images and videos from Your property listing which in Our opinion do not comply with these requirements.
The unclear use of lifestyle images/video on property listings	We advise caution and sensibility when using lifestyle imagery and video. Where used, lifestyle imagery/video must be accompanied with a caption to denote they are “Lifestyle images”, “Lifestyle video” or similar. The use of lifestyle imagery/videos must not be deemed misleading to the offer of the property listing and they must be relevant, reasonable and incidental to denoting the lifestyle associated with the property. You acknowledge that We may remove such images and videos from Your property listing which in Our opinion do not comply with these requirements.
The use of composite images (image within an image)	Draw home hunters to Your properties by providing clear and stimulating images. Ensure that each image area of the gallery has one single image provided.

The use of a watermark that does not conform to Our criteria	To make sure Your images are presented clearly if watermarked, only white, translucent watermarks may be used, and they may be no larger than one-quarter of the overall image size. Watermarks should be white (for images) or grayscale (for floorplans). Opacity of watermarks should be 30% or lower. Logos may be used, but watermarks are only for the purpose of preventing image copyright and should contain no further messaging.
Media links & Videos	
The use of links specifically for floorplans, brochures, online viewings or virtual tours	Providing consistency creates a positive User viewing experience, which is why We standardise the functions of the Website. All links must provide relevant, expected content and must not display direct or third party advertising. Links must go through to a contained area and must not purposefully drive Users through to other properties and or other services.
The use of non-property specific content in videos	All videos displayed within the full details of property listings must only contain property specific content and do not carry direct or third party advertising. No additional media such as virtual tours and/or videos should direct a User to Your agency's website or any other external website. It is important that You know where Your leads are being generated from and that We are providing You with value, which is why You must not include contact details or lead request forms. It can be easy to inadvertently video personal data (e.g. family photos or individuals) or material which can cause offence when filming virtual tours/online viewings. You must ensure You do not include personal data in the video and edit out anything which identifies a living individual or could cause offence.

Misuse of Properties Descriptive Text	
Summary and details pages	
The display of any fee or cost within the property details section	Intrigue home hunters with great descriptive details specific to the property that will be valuable towards its success and set You apart from the rest. Apart from permitted payments or buyers' fees, We do not allow for the display of vendor fees or commission information to be included in property listings, or property details on Agent Microsites.

	All permitted payments for rental properties in England and Wales must be displayed in the Tenancy Info field and rent must take the form of monetary consideration.
Amending property prices	You must seek agreement to amend a property price, and We can request to see evidence that a landlord/vendor has given permission for this change.
The promotion of any business or service that are not specific to the property The use of misleading or inaccurate statements within the property details section	Sell or rent Your properties with fantastic details and really describe the property to its best. However, text and images (static or animated) used on a property listing must be specific or unique to the property being advertised in the interest of Your Client and in line with advertising best practice, regulations and guidance. Names of any individuals, company or brand should not be used in the property description. In accordance with Primary Authority advice, the term “bathroom” includes bathrooms, shower rooms and ensuites. This does not include separate toilets, wash hand basins or cloakrooms with toilets.
The display of Your own website address within the property details section. The use of telephone numbers or email addresses in the summary & description. The use of language to encourage users to enquire outside of the enquiry channels available	To ensure that You know where You are getting the best value from Your advertising and clarity over the generation of Your leads, contact details, including: web addresses, phone and email details must not be included in Your property descriptions. You will not include any text or language that encourages Users to make enquiries to You outside of the enquiry channels available on the Platforms. We use reasonable endeavours to ensure that all of Your property listings are displayed with clear branding and contact details that allow home hunters to contact You about the properties they are interested in.
Use of language such as "SOLD BY" or "ANOTHER SOLD BY"	When searching for properties, home hunters tell Us they want to see those properties that are available. We ask that property listings are used to best present the available property and not as a way to present past success as this interferes with the User's experience in searching for a home and may deter them in selecting Your properties.
Use of status text such as SSTC, Under Offer or Let Agreed, where this does not match the status on a listing.	Ensuring Your property listings appear in the correct search means that We get the properties in front of the right audience. It is for this reason that You must ensure Your properties are supplied with the correct status and that any text in the property listing that displays a status of unavailability is matched with the status that the property is provided with.
Providing an incorrect address to advertise a property	Having Your properties appear in the correct geographical location with the correct address is important to home hunters in understanding where the property is. It is why the correct property

	address and postcode must always be used. In the instance where the property is a new build and the postcode has not yet been designated, the original postcode for the development or a nearby postcode may be used.
The use of free text within the property address field	It is a free text field that gives You the freedom to display the location of the property on Your listing as You and Your Client require. You may only use the display address field for the locality of the property as is the expected experience for home hunters.
Housing Benefits (previously known as DSS)	As per the guidance from The Competition and Markets Authority (CMA), You should mention a housing benefit restriction if, and only if, a landlord has a term in a contract, such as a mortgage contract, that restricts them from renting to someone on benefits and You must mention what the restriction is. If You mention that there is a restriction in a term of a contract and there isn't one, this would be misleading. If You do not appear to include a reason for a restriction, any mention of not accepting housing benefit will be automatically removed.
Families and people with children	We do not permit the use of generic bans on renting to families or people with children in our property listings.
Property tenure	Where advertising a property for sale, You are required to disclose all material information relating to the tenure of the property in Your listing, which include for example, Freehold or Leasehold.
Raffles and other forms of gambling	Raffles and other forms of gambling are strictly prohibited on Rightmove. We will remove any property listings that make reference to raffles or gambling with immediate effect.
Cost of chargeable amenities in addition to rent	If You have a Built For Rent Membership, You must include the cost of any chargeable amenities which are payable in addition to the rent in the body text of the property description.
Incorrectly identifying the sector or subsector within the property listing	If You have a Commercial Membership, You must correctly identify the sector or subsector of the property.
Where probate has not been granted in relation to a sales listing	In accordance with Primary Authority advice, You must include in the property description of a sales listing that a property is held in trust and that probate has not been granted. This is because such information is material and to omit such information could be misleading.
Where a property is offered at a discounted rent	In accordance with Primary Authority advice, if a property is offered for rent with a discount (for example 2 calendar months free rent), the price displayed should be the whole per calendar month rent, as opposed to an average of the discounted rent. The detail of the offer should be included in the property description.
Displaying incorrect property statuses	

The required updating of properties that are Let Agreed or SSTC	Home hunters tell Us that the viewing of properties that they believe are 'Available' and later find out are either 'Let Agreed' or 'SSTC' is a big frustration to them. You must give Your prospective customers the clear position of a property and flag Your listings accordingly. Sales – A property must be flagged as SSTC from the point of acceptance of an offer until the point of completion. Lettings – A property must be flagged as Let Agreed from the point of acceptance and/or the holding deposit is taken until the point of being tenanted. The accuracy of listings displayed in the search is important to the experience of home hunters. We will, where identified, remove properties We believe have been advertised within a status over an excessive period of time and/or after the expiry of the time periods for the application of a property status set out in paragraph 20 above. The status of a property can be deemed by home hunters as a signifier of success of the advertiser. For this reason, only the advertising agent who has achieved the successful SSTC/Let Agreed status may advertise the property as SSTC/Let Agreed. The other advertiser/s may: Continue to advertise the property listing as available if You are still accepting new offers. If offers are no longer being accepted, the property listing must be removed from the market by the other advertiser/s.
The required removal of properties that have been let or sold	It's important that We protect how Your potential customers perceive Your business; home hunters tell Us that the display of property listings that are no longer available is by far their number one frustration in their experience of searching for a home. We do identify and remove properties We detect as being completed using Land Registry and Registers of Scotland data, however it is Your responsibility to keep Your property stock updated in accordance with paragraphs 18, 19 and 20 above and Sold or Let property listings are removed upon completion.
Student Rental Properties – additional requirements for available and let agreed status	The earliest that student properties can be marketed as available for the next academic year is from September of the previous academic year. For example, a property that is available to rent from September 2021, the earliest it can be marketed as available from is September 2020. Properties must be marked as let agreed once no longer available for the next academic year.
Misuse of email alerts and added in functionality	

The active reloading of properties that are already being advertised	Any innocent or deliberate action which results in the reloading of properties to Rightmove may impact home hunters, other advertisers and Your business. For example: If properties appear on Our Platforms as new, when they are not this: <i>Affects Your Brand perception with home hunters</i> If details of properties are sent out again on email alerts this: <i>Affects Your Brand perception with home hunters</i> Inflating/disrupting market share reporting <i>Affects Your use of the market share reporting product and other advertisers use of the market share reporting product.</i> All of these actions may be deemed misleading as confirmed in the guidance from the National Trading Standards Estate Agency Team (NTSEAT). As the reloading of properties effects Our Platforms, We will take any necessary action where We have reason to believe that properties have been repeatedly reloaded, either innocently or deliberately. You are responsible for ensuring that the provision of Your Member Data to Us will not have a detrimental effect on the quality or the functionality of Our Platforms and You are required to comply with the data obligations set out in these guidelines.
Location and listing of properties	
The multiple listing of the same property by one or more branches	We will only accept one unique listing for a property from one of Your Locations even if 2 or more offices are contracted to sell or let. Please note this applies even when branches belong to different franchisees under the same company branding. Please see Our Geographical Advertising Guidelines and Membership Classification Guidelines regarding multiple listings.
Logos	
The use of any logo that is not Your specific company trading logo	We require that the logo supplied to Rightmove for use must be the official trademark of the business, with no variations in wording and additional text.
The display of trade affiliation and scheme logos	Only the following logos may be displayed on Your microsite or Best Price Guide where You have an active and current membership of that association:

	For estate and letting agents: ARLA Propertymark, NAEA Propertymark, The Property Ombudsman (sales or lettings), RICS, PRS or SafeAgent. For new homes developers: NHBC, HBF, Premier Guarantee and Consumer Code for New Builds.
Property Types	
Displaying a property as a new home	It's really important that We get Your properties in the right search in front of the right people. It is for this reason that only properties which have been newly built (i.e. have never been lived in) or that have had a change of use are advertised as a 'New Home'. For the same reasons as set out above, all properties newly built (i.e. have never been lived in) or that have had a change of use are clearly defined as a 'New Home' using the 'New Home' flag.
The representation of any text or price that We deem to be misleading to Users of Our Platforms	Giving a prospective customer the full view of the offer is important and therefore, where a price displayed on a property listing forms part of a discount, the detail/breakdown of the price and discount must be clearly presented within the summary and description of the property listing. This includes (but not limited to) 'Rent to Buy', 'Shared Ownership', and similar schemes. Property that has more than one bedroom and can be let by room must be listed as a house share which states single occupancy pricing within a house/flat share.
The display of non-UK based properties in a UK search	If You have a property located outside of the UK that You wish to advertise, You should contact Our Overseas team. As the display of properties located outside the UK in a UK property search simply puts the property in front of the wrong audience and disrupts the home hunting experience, all non-UK property listings will be removed. For the avoidance of doubt, this does not apply to Members with an Overseas Membership.
Displaying a property as residential or commercial	Only which properties with a Planning Use Class of either C3 Dwelling House, C4 House in Multiple Occupation or other use class for residential occupation should be advertised as being residential. Properties listed on the commercial site should not have a Planning Use Class that is either C3 Dwelling House, C4 House in Multiple Occupation or other use class for residential occupation only. Where a property listing covers both commercial and residential in accordance with Planning Use Classes, the property description must be tailored to a commercial audience and only relate to the commercial aspect of the available property. If the property could also be used as a residential home,

	a residential listing can be created, and the description must be tailored to a residential audience focusing on the aspect of living in the property, but briefly mention the business.
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Misuse of Profile Page	
The use of bold claims and statements on Your office profile page	We ask that all claims that have a higher value or advantage over other Members are suitably evidenced and disclaimed in line with advertising best practice, regulations, and guidance.
The display of any fees or costs on Your office profile page	Profile pages are the ideal place to promote Your business, history, ethics, successes and service levels. Fees, rates or charges may be displayed in the profile page section within the text description. However, You must ensure that all descriptive data is displayed in accordance with advertising best practices, regulations, and guidance. Permitted payments for rental properties in England and Wales must be included in the Tenancy Info field for each property description.
The use of website addresses on Your office profile page	A safe and consistent site is important to the experience of Users of the Website; so You must ensure that external links to other websites are not included in the profile page.
The use of phone numbers that are not registered with Your company on Your office profile page	It is really important to Us that Our Members get the best value from Our Platforms and that Users of Our Platforms have a great experience and are safe. Therefore, only the phone number for the services that You advertise with Us can be used and registered against a Location.
The use of any image We deem to be inappropriate for the office profile page	With the profile page being Your place to shout about Your business this would seem unlikely to be an issue. However, the imagery You use must be: A branch photo (internal/external); The business logo; Or images related to Your Brand. No images may contain offers, services or fees.
The promotion of Our competitors' websites or names on Your office profile page	The profile page is a place to advertise Your business. You must not mention or display details of businesses We deem to be competitors to Rightmove on Our Platforms.
The use of an office address that is not relevant or registered under Your company name	We provide You with a location on the profile page to tell prospective customers how they may contact You and also Your Location, so they can come and see You. It is therefore vital that You ensure that the address advertised on Rightmove is relevant and registered under Your company name. We know that some advertising agents do not wish to advertise their office address; where this is the case, We may remove the map functionality and change the wording in the address shown upon Your request.

Material Information for Property Listings

We are aware that the guidance on material information from the National Trading Standards Estate and Letting Agency Team has been recently withdrawn. We are committed to helping Users make informed decisions, and to remaining compliant with the Digital Markets, Competition and Consumers Act 2024. In the absence of current sector-specific guidance on what constitutes material information in property listings, We will continue to uphold previously established standards. We are closely monitoring the situation and will adapt accordingly as new updates become available.

Material information for property listings	We expect Members to comply with National Trading Standards' material information for property listing requirements pursuant to the Consumer Protection from Unfair Trading Regulations 2008 (available here for sales: Material Information Guidance for Property Sales (rightmove.co.uk) and here for lettings: Material-Information-in-Property-Listings-Lettings-v1.0.pdf (rightmove.co.uk) as may be amended from time to time). For a glossary of terms, please click here: https://www.rightmove.co.uk/guides/property-details-glossary/ .
Price on application and other price qualifiers	We will remove "Price on Application" and other price qualifiers (including but not limited to "Offers Invited" and "Sale by Tender") which obscure the price on Our Platforms for new property listings added from 01 July 2022. This includes properties which have been relisted and added from 01 July 2022. Please see here for further information: https://hub.rightmove.co.uk/content/uploads/2022/06/POA-opinion-May-2022-version-2.pdf
Managed freehold properties	For managed freehold properties where there is a requirement to contribute to common areas, such as car parking or the access road to the property, such charges should be included in the property description field.
Commonhold properties	For commonhold properties, We recommend that You include the Commonhold Community Statement in the second brochure field.
Weekly rent	If rent is to be paid weekly, this must be made clear in the property description field.

Additional Requirements For Members with an Overseas Membership

The active rotating of properties that have been previously advertised	The mass rotation of properties may affect the quality of the data on Our platform as well as the User journey, and that is why You must not mass rotate properties. We will take action where We have reason to believe that properties have been rotated en masse, either unintentionally or deliberately, causing a detrimental effect on the quality or functionality of Our Platform and/or on User experience. Advertisers wishing to display their complete portfolio are expected to increase their property allowance to match their stock levels.
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Reference to the north of Cyprus	In order to ensure that consistent language is used across Our Platforms and that We comply with international norms and the Guidance issued by the HM Government's Foreign, Commonwealth and Development Office, the north of Cyprus territory must be referred to as the "north of Cyprus" across Our Platforms.
The sole use of a second language that is not English within the Summary and details pages	The summary description of a property should only include English text. Property details pages can only include text of a second language if text in English initiates the description. The English language text must be a full translation of the second language or vice versa. Primarily displaying all listings in English is because the majority of Our audience is based in the UK.
The display of UK based properties in Overseas searches	If You have a property located in the UK that You wish to advertise, You should contact Our UK team. As the display of properties located in the UK in an Overseas search simply puts the property in front of the wrong audience and disrupts the home hunting experience, We ask that UK properties are removed.
The display of Lettings properties in Overseas searches	Rightmove Overseas supports properties For Sale only. Rental properties are not permitted on Rightmove Overseas and We will remove any property listings that are advertising properties for rent.

30. Accessibility

You shall ensure all Member Data You share on the Platforms can be accessed by the broadest range of Users, including people with disabilities, in line with European Accessibility Act or any other similar laws and regulations.

You shall, to the extent possible and applicable:

- add alternative text: always provide clear descriptions for property photos so they can be understood by everyone;
- write clearly: keep language simple and easy to read, and avoid jargon;
- use structured formatting: break up text into short paragraphs, headings, or bullet points, and avoid all caps;
- upload accessible files: use digital text (word, html and accessible pdfs); and
- be inclusive with any media: add caption for any property videos.

You shall not, to the extent possible and applicable:

- upload scanned brochures or images of text;
- use tiny fonts or decorative text that is hard to read;
- use 'click here' as a link;
- rely on images alone without key information as accessible text; or
- use undescriptive alternative text for images (e.g. 123image.jpg).

For further advice and guidance, please refer to the following resources or speak to Your Rightmove contact:

[W3C Accessibility Introduction](#)

[Microsoft: Create accessible Office documents](#)

[Adobe: What is an accessible PDF?](#)