

*Last updated: 14<sup>th</sup> March 2026*

At Frontline Property Group Ltd, your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal data when you visit our website <https://frontlinepropertygroup.co.uk>, contact us, or use our services.

### **1. Who We Are**

Frontline Property Group Ltd

Email: [hello@frontlinepropertygroup.co.uk](mailto:hello@frontlinepropertygroup.co.uk)

Phone: +44 7910461954

ICO Registration Number: ZC101593

### **2. What Information We Collect**

We may collect and process the following personal data:

- Contact Information: such as your name, email address, phone number, and any other information you provide via our forms or email.
- Booking or Enquiry Details: property of interest, preferred dates, number of guests, or other booking-related info.
- Website Usage Data: your IP address, browser type, pages visited, time spent on site (collected via cookies and analytics tools).
- Marketing Preferences: if you opt in to receive marketing from us.

We do not knowingly collect data from children under 18.

### **3. How We Use Your Information**

We use your personal data to:

- Respond to your enquiries or messages
- Manage booking enquiries and related communication
- Improve and maintain our website and services
- Send you marketing emails (only if you've opted in)
- Comply with legal obligations

We do not sell or rent your data to third parties.

#### **4. Legal Basis for Processing**

We only process your data where we have a lawful basis under UK GDPR. This includes:

- Consent: where you have given us permission (e.g. email marketing)
- Contract: to provide information or services you've requested
- Legal obligation: to comply with the law
- Legitimate interests: for running and improving our business (unless your rights override this)

#### **5. How We Share Your Data**

We may share your data with:

- Website and email service providers (e.g. hosting or email platforms)
- Analytics tools such as Google Analytics
- Marketing platforms (if you opt in to marketing emails)
- Legal or regulatory bodies where required

All third-party services we use are GDPR-compliant and only process your data on our behalf.

#### **6. Cookies & Tracking**

We use cookies to improve your browsing experience, analyse website traffic, and support marketing efforts. This section explains what cookies are and how you can manage them.

##### **What Are Cookies?**

Cookies are small text files stored on your device when you visit a website. They help websites remember your actions and preferences over time.

Types of cookies we use:

- Necessary cookies: essential for the website to function properly
- Analytics cookies: help us understand how visitors use the website (e.g. Google Analytics)
- Marketing cookies: used for advertising and remarketing (e.g. Meta Pixel)

##### **Managing Cookies**

You can control and delete cookies through your browser settings. You can also opt out of certain tracking services (such as Google Analytics) by installing browser add-ons or managing your preferences in any cookie banner we provide.

Please note, disabling cookies may affect how the website functions.

## **7. How We Store and Protect Your Data**

We take appropriate technical and organisational measures to keep your personal data secure, including:

- Secure website hosting
- Password-protected systems
- Limiting access to authorised personnel only

We retain your data only as long as necessary for the purposes outlined in this policy or as required by law.

## **8. Your Rights**

Under UK GDPR, you have rights regarding your personal data, including:

- Accessing the data we hold about you
- Requesting corrections or updates
- Requesting deletion (where lawful)
- Withdrawing consent (e.g. unsubscribing from marketing)
- Objecting to or restricting processing
- Lodging a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, contact us at [hello@frontlinepropertygroup.co.uk](mailto:hello@frontlinepropertygroup.co.uk)

## **9. Links to Other Sites**

Our website may include links to external websites. We are not responsible for the content or privacy practices of other sites. We recommend you read their privacy policies before providing any personal information.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. The most current version will always be available on our website with the last updated date shown at the top.

## **11. Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal data, please get in touch:

Frontline Property Group Ltd  
Email: [hello@frontlinepropertygroup.co.uk](mailto:hello@frontlinepropertygroup.co.uk)  
Phone: +44 7910461954