Archie Homes

Privacy Policy

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Privacy Policy

Policy checklist	
Policy owner	Archie Homes
Data controller	Archie Affordable Homes Limited
Contact	info@archiehomes.co.uk
Last updated	11 November 2026

Archie Homes will provide this policy, on request at no cost, in large print, in Braille, in audio or other non-written format, and in a variety of languages.

This website, archiehomes.co.uk ('website'), is provided by Archie Affordable Homes Limited ('we', 'us', 'our'). In doing so, we may be in a position to receive and process personal information relating to you. As the controller of this information, we're providing this Privacy Notice ('Notice') to explain our approach to personal information.

We intend only to process personal information fairly and transparently as required by data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. In particular, before obtaining information from you (including through use of cookies), we intend to alert you to this Notice, let you know how we intend to process the information (including through use of cookies) and (unless processing is necessary for at least one of the 5 reasons outlined in clauses 2.2 to 2.6 below) we'll only process the information if you consent to that processing. The UK GDPR also defines certain 'special categories' of personal information that are considered more sensitive. These categories require a higher level of protection, as explained below.

Of course, you may browse parts of this website without providing any information about yourself and without accepting cookies. In that case, it's unlikely we'll possess and process any information relating to you.

We'll start this Notice by setting out the conditions we must satisfy before processing your data. However, you may wish to start with the table at clause 5.1, which summarises what we intend to collect, or the table at clause 9.5, which summarises our use of cookies. The Notice also explains some of the security measures we take to protect your personal information, and tells you certain things we will or won't do. You should read this Notice in conjunction with our website terms and conditions.

Sometimes, when you take a new service or product from us, or discuss taking a new service or product but decide against it, we might wish to provide you with further information about similar services or products by

email or other written electronic communication. In that situation, we'll always give you the opportunity to refuse to receive that further information, and if you change your mind, please let us know. We'll endeavour to remind you of your right to opt out on each occasion that we provide such information.

1.0 Identity and contact details

1.1 Registered office: Colony – Fabrica, 269 Great Ancoats St, Manchester, M4 7DB.

1.2 Email: info@archiehomes.co.uk

2.0 When we are allowed to collect information from you

We'll only collect personal information relating to you if one of the following conditions has been satisfied:

2.1 You have clearly told us that you are content for us to collect that information for a certain purpose or purposes that we will have specified.

2.2 The processing is necessary for the performance of a contract that we have with you.

2.3 The processing is necessary so that we can comply with the law.

2.4 The processing is necessary to protect someone's life.

2.5 The processing is necessary for the performance of a task that's in the public interest.

2.6 The processing is necessary for our or another's legitimate interest, but in this case, we'll balance those interests against your interests.

3.0 How to consent

3.1 At the point of collecting the information, we'll endeavour to explain how we intend to use the information and which of these purposes apply. If we rely on consent, we'll provide you with the opportunity to tell us that you're happy to provide the information.

3.2 If at any point in time you change your mind and decide that you don't consent, please let us know and we'll endeavour to stop processing your information in a specified manner, or we'll delete your data if there is no continuing reason for possessing it.

3.3 If you don't consent to a particular bit of processing, we'll endeavour to ensure that the website and our service continue to operate without the need for that information.

4.0 Sensitive information

4.1 Certain information we collect may be considered to be in special categories of personal information. We do not expect to collect any special category information through this website.

4.2 If we do collect such information as specified in clause 4.1, we'll also ensure that one of the additional reasons for processing outlined in Article 9 of the UK GDPR applies.

5.0 Information we expect to collect from you

5.1 We envisage asking for the following types of information from you:

Information type	Purpose and related details	Lawful basis
Name, email address, contact number	We ask for this to contact you at your request. Special categories: none. Criminal data: none.	It is necessary for our legitimate interests in responding to your request

5.2 We may collect personal information about you from a number of sources, including the following:

5.2.1 From you when you agree to take a service or product from us, in which case this may include your contact details, date of birth, how you will pay for the product or service and your bank details.

5.2.2 From you when you contact us with an enquiry or in response to a communication from us, in which case this may tell us something about how you use our services.

5.2.3 From documents that are available to the public, such as the electoral register.

5.2.4 From third parties to whom you have provided information with your consent to pass it on to other organisations or persons. When we receive such information, we will let you know as soon as is reasonably practicable.

5.3 If you refuse to provide information requested, then if that information is necessary for a service we provide to you, we may need to stop providing that service.

5.4 At the time of collecting information, by whichever method is used, we'll endeavour to alert you and inform you about our purposes and legal basis for processing that information, as well as whether we intend to share the information with anyone else or send it outside the UK. If at any point you think we've invited you to provide information without explaining why, feel free to object and ask for our reasons.

6.0 Using your personal information

6.1 Data protection, privacy and security are important to us, and we shall only use your personal information for specified purposes and shall not keep such personal information longer than is necessary to fulfil these purposes. The following are examples of such purposes. We have also indicated below which UK GDPR justification applies. However, it will depend on the circumstances of each case. At the time of collecting, we will provide further information, and you may always ask for further information from us.

6.1.1 To help us to identify you when you contact us. This will normally be necessary for the performance of our contract.

6.1.2 To help us to identify accounts, services and/or products which you could have from us or selected partners from time to time. We may do this by automatic means using a scoring system, which uses the personal information you've provided and/or any information we hold about you and personal information from third party agencies (including credit reference agencies). We will only use your information for this purpose if you agree to it.

6.1.3 To help us to administer and to contact you about improved administration of any accounts, services and products we have provided before, do provide now or will or may provide in the future.

6.1.4 To allow us to carry out marketing analysis and customer profiling (including with transactional information), and to conduct research, including creating statistical and testing information.

6.1.5 To help to prevent and detect fraud or loss.

6.1.6 To allow us to contact you by written electronic means (such as email, text or multimedia messages) about products and services offered by us where:

6.1.6.1 these products are similar to those you have already purchased from us,

6.1.6.2 you are given the opportunity to opt out of being contacted by us, and

6.1.6.3 you have not opted out of us contacting you.

6.1.7 To allow us to contact you in any way (including mail, email, telephone, visit, text or multimedia messages) about products and services offered by us and selected partners where you have expressly consented to us doing so.

6.1.8 To keep you up to date with our member benefit scheme.

6.1.9 We may monitor and record communications with you (including phone conversations and emails) for quality assurance and compliance.

6.1.10 When it's required by law, we'll check your details with fraud prevention agencies.

6.2 We will not disclose your personal information to any third party except under this Notice, and in particular in these circumstances:

6.2.1 They will be processing the data on our behalf as a data processor.

6.2.2 Sometimes, it might be necessary to share data with another data controller.

6.2.3 Alternatively, sometimes we might consider it to be in your interest to send your information to a third party. If that's the case, we'll always ask whether you agree before sending.

6.3 Where you give us personal information on behalf of someone else, you confirm that you have provided them with the information set out in this Notice.

6.4 In connection with any transaction which we enter into with you:

6.4.1 We may carry out one or more credit checks.

6.4.2 We may carry out one or more fraud prevention checks.

6.4.3 We and they may keep a record of the search.

6.4.4 If you provide false or inaccurate information to us and we suspect fraud, we will record this.

6.4.5 If you need details of those credit agencies and fraud prevention agencies, please write to our Data Protection Officer.

6.4.6 We may need to transmit the payment and delivery information provided by you.

6.5 We may allow other people and organisations to use personal information we hold about you in the following circumstances:

6.5.1 If we, or substantially all of our assets, are acquired.

6.5.2 If we have been legitimately asked to provide information for legal or regulatory purposes.

6.5.3 We may employ companies and individuals to perform functions on our behalf.

7.0 Protecting information

7.1 We have strict security measures to protect personal information.

7.2 We work to protect the security of your information during transmission by using SSL.

7.3 We reveal only the last four digits of your credit card numbers when confirming an order.

7.4 We maintain physical, electronic and procedural safeguards.

7.5 You need to protect against unauthorised access to your password.

7.6 The lawful basis of collecting this information is explicit consent.

8.0 The internet

8.1 If you communicate with us using the internet, we may occasionally email you.

8.2 Please remember that communications over the internet are not secure unless encrypted.

8.3 We exclude all liability for loss that you may incur when interacting with third-party websites.

9.0 Cookies and other internet tracking technology

9.1 When we provide services, we want to make them easy, useful and reliable. This sometimes involves placing small amounts of information on your computer, which is sent back to us at a later time. These are called 'cookies'. These cookies are listed in the table in clause 9.5. Some websites don't use cookies but use related technology for gaining information about website users, such as JavaScript, web beacons (also known as action tags or single-pixel gifs), and other technologies to measure the effectiveness of their ads and to personalise advertising content. Multiple cookies may be found in a single file, depending on which browser you use.

9.2 Where applicable, this section of the Notice also relates to that technology, but the term 'cookie' is used throughout.

9.3 Some of these cookies are essential to the services you've requested from us, whereas others are used to improve services for you, for example through:

9.3.1 Letting you navigate between pages efficiently.

9.3.2 Enabling a service to recognise your computer, so you don't have to give the same information during one task.

9.3.3 Recognising that you have already given a username and password, so you don't need to enter it for every web page requested.

9.3.4 Measuring how many people are using services, so they can be made easier to use and that there is enough capacity to ensure they are fast.

9.4 To learn more about cookies, you may wish to visit: www.allaboutcookies.org, www.youronlinechoices.eu or www.google.com/policies/technologies/cookies/

9.5 This website uses or allows the use of the following cookies:

Cookie name	Description and qualities	Category	Consent needed
[Cookie name TBC]	[Description TBC]. First party: we're placing the cookie. Persistent cookie, expiry: [TBC]. The information will be sent to [third party TBC] so that [purpose TBC]. International transfers: [TBC].	Category 2: performance	Yes

9.6 The distinctions referred to in the above table are as follows:

9.6.1 First party versus third party cookies: we set first party cookies ourselves; third party cookies are set by other entities via our website.

9.6.2 Session versus persistent cookies: session cookies only persist for the duration of that visit; persistent cookies last for longer.

9.6.3 Identifying information removed: even where we've done this, the information will still be personal information if the relevant information can be reassembled.

9.6.4 Categories 1 to 4 are found in the ICO's UK cookie guidance, as explained below. Category 1 cookies don't require your consent, though we must still tell you about them. Categories 2 to 4 require your specific and informed consent.

Category	Type	What these cookies do
1	Strictly necessary	These cookies are essential to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like shopping baskets or e-billing, cannot be provided. We include in this category cookies that are used only for electronic communication.

Category	Type	What these cookies do
2	Performance	These cookies collect information about how visitors use a website, for instance, which pages visitors go to most often and if they get error messages from web pages. This information is only used to improve how a website works.
3	Functionality	These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. They can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise, and to provide services you have asked for, such as a live chat session.
4	Targeting and advertising	These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website, and this information is shared with other organisations such as advertisers.

9.7 As with any other information we may collect from you, we'll work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software to encrypt the information you input.

9.8 The website may include third-party advertising and links to third-party websites. We do not provide any personally identifiable customer personal information to these third-party advertisers or third-party websites except where you've consented under this Notice. However, as to cookies, please see clause 9 above.

10.0 Further information

10.1 If you would like any more information or have any comments about this Notice, please write to us as detailed in clause 1.1.

10.2 Please note that we may have to amend this Notice.

10.3 You can ask us for a copy of this Notice by writing to the above address or by emailing us at info@archiehomes.co.uk.

10.4 If you would like access to the personal information that we hold about you, you can do this by emailing us at info@archiehomes.co.uk.

10.5 We aim to keep the personal information we hold about you accurate and up to date.

10.6 You can ask us to delete the personal information that we hold about you if we relied on your consent.

10.7 We will tell you if there is a breach, or a likely breach, of your data protection rights.

Just-in-time notices

Privacy notice about necessary information

We have asked for personal information from you. This information is necessary for one of the reasons specified in the UK General Data Protection Regulation. For more information, please read our full privacy notice at: https://archiehomes.co.uk/privacy-policy/

Cookie notice

This website makes use of cookies. For more information, please read our privacy notice at: https://archiehomes.co.uk/privacy-policy/