



Privacy Policy

Last updated: 12th August 2025

Capital Prestige Limited ("we", "us", or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect your information when you visit our website or use our services.

1. Who We Are

We are **Capital Prestige Limited**, a UK-based hybrid property auction company. We conduct online auctions through our website, smartpropertyauctions.co.uk, and provide a range of related property services. For the purposes of data protection legislation, we act as the **data controller** of your personal information.

2. What Information We Collect

We may collect and process the following personal data:

- **Identity Information:** Name, date of birth, gender.
- **Contact Information:** Email address, phone number, postal address.
- **Property Information:** Details of properties you are selling, bidding on, or enquiring about.
- **Financial Information:** Payment details (processed securely via third-party providers), bank details (if applicable for transactions).
- **Technical Information:** IP address, browser type, device information, and website usage statistics (via cookies and analytics tools).
- **AML/KYC Information:** Identification documents, utility bills, and other verification documents to comply with anti-money laundering regulations.

3. How We Use Your Information

We use your personal data for the following purposes:

- To register you as a buyer or seller.
- To carry out identity and anti-money laundering checks.
- To manage the auction process and communicate with you regarding listings, bids, sales, and post-sale follow-up.
- To process payments and disbursements.
- To comply with legal obligations and regulatory requirements.



- To improve our website, services, and customer experience.
- To send you marketing communications (where you've given your consent or where we have a legitimate interest).

4. Legal Bases for Processing

We process your personal data under the following lawful bases:

- **Contract:** To perform our contractual obligations to you.
- **Legal obligation:** To comply with AML and other legal requirements.
- **Legitimate interest:** For business purposes such as fraud prevention, service improvement, and marketing.
- **Consent:** Where required, such as for marketing emails (you can withdraw consent at any time).

5. How We Share Your Information

We may share your personal data with:

- Solicitors, agents, and property professionals involved in a transaction.
- Third-party service providers (e.g. ID verification platforms, payment processors).
- Regulatory and legal authorities where required by law.
- Marketing platforms and analytics tools (with consent or under legitimate interest).

We never sell your data to third parties.

6. International Transfers

If we transfer your data outside the UK, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or UK adequacy decisions.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for legal, regulatory, and reporting purposes. Generally, this is **six years** following the completion of a transaction.

8. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you.



- Request correction of inaccurate or incomplete data.
- Request erasure (in certain circumstances).
- Object to or restrict processing.
- Request data portability.
- Withdraw consent for marketing or other uses.

To exercise any of these rights, please contact us at the email below.

9. Cookies

Our website uses cookies to enhance your experience. You can control cookie preferences through your browser settings. For more information, please see our **Cookie Policy**.

10. How We Protect Your Data

We have implemented technical and organisational measures to protect your data, including encryption, secure servers, access controls, and regular monitoring.

11. Contact Us

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

Capital Prestige Limited

Email: info@capitalprestige.co.uk

Phone: 020 3355 3259

If you're not satisfied with our response, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**: www.ico.org.uk.

12. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "last updated" date.