

Privacy Policy

Last updated: July 2026

The Shires, Moseley ("The Shires", "we", "us", "our") is committed to protecting your privacy and handling your personal information responsibly and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains what personal information we collect through **shires-moseley.co.uk**, why we collect it, how we use it, who we share it with, and what rights you have.

1. Who We Are

The Shires is a retirement living community in Moseley, Birmingham. This website is operated on behalf of The Shires.

Data Controller: The Shires

Address:

216 Wake Green Road, Moseley, Birmingham, B13 9PQ

Telephone: 0121 449 4870

Email: sales@shires-moseley.co.uk

If you have any questions about this policy or how we handle your information, please contact us using the details above.

2. Information We Collect

2.1 Information you give us directly

We collect personal information when you interact with the website, for example when you:

- Submit our **contact form**
- Request a **brochure download**
- Complete our **"Book a visit"** form
- Sign up to our **newsletter**
- Contact us by telephone or email
- Speak with a member of the team during a visit or event, where this is later recorded on our systems

This may include:

- Your name
- Email address
- Telephone number
- Postal address (where provided)
- Details of your enquiry (e.g. apartment type, budget, timescales)

- Your preferred method and time of contact
- Marketing preferences (i.e. whether you'd like to hear from us)

2.2 Information collected automatically

When you browse the website, certain information is collected automatically via cookies and similar technologies (see our [Cookie Policy](#) for full details), including:

- IP address
- Device and browser type
- Pages viewed and time spent on the site
- Referring website / how you found us
- General location (derived from IP address)

Non-essential cookies (e.g. analytics) are only set once you've given consent via our cookie banner.

2.3 Information from third parties

If you engage with our embedded 360° virtual tours or interact with our social media pages (Facebook, Instagram), those third-party providers may share limited information with us, such as engagement statistics. Their own privacy policies govern how they handle your data — see Section 10 below.

3. How We Use Your Information

Purpose	Examples
Respond to enquiries	Answering questions submitted via the contact form or by phone/email
Arrange visits and appointments	Booking and confirming a visit to The Shires
Send requested materials	Emailing or posting a brochure you've requested
Provide information about apartments	Sharing availability, pricing and floorplans relevant to your enquiry
Manage our relationship with you	Keeping records of your enquiry so we can follow up appropriately
Send marketing communications	Only where you've opted in — e.g. newsletter, offers, events
Improve our website and services	Understanding how the site is used and where it can be improved
Comply with legal obligations	E.g. responding to a regulator or law enforcement request

4. Our Legal Basis for Processing

Under UK GDPR, we rely on the following legal bases, depending on the circumstances:

- **Consent** — for marketing communications and non-essential cookies
- **Performance of a contract or steps prior to entering one** — e.g. processing your enquiry about purchasing or renting an apartment
- **Legitimate interests** — e.g. responding to general enquiries, improving our website, keeping basic security logs
- **Legal obligation** — e.g. retaining certain records for accounting or regulatory purposes

Where we rely on legitimate interests, we've considered that this processing is proportionate and doesn't override your rights and freedoms.

5. Marketing

If you opt in to hear from us, we may contact you about:

- Apartment availability
- Events and activities at The Shires
- Special offers
- News updates

You can withdraw consent or unsubscribe at any time by:

- Clicking "unsubscribe" in any marketing email, or
- Contacting us directly using the details in Section 1

We will not send marketing communications unless you have actively opted in, and we will never sell your personal information to third parties for their own marketing purposes.

6. Cookies

Our website uses cookies and similar technologies to make the site work properly, understand how it's used, and (where you consent) support functionality such as embedded videos and maps. Full details — including a breakdown of individual cookies, their duration, and how to manage your preferences — are set out in our [Cookie Policy](#).

7. Who We Share Your Information With

We do not sell your personal information.

We share information with trusted service providers who help us run our website and business, strictly for the purposes described in this policy, including:

- **Website hosting and maintenance providers**
- **Google Analytics** (website usage statistics)
- **Email/newsletter platform** (for sending marketing communications you've opted into)
- **Virtual tour provider** (soft-focus.co.uk) if you interact with our 360° apartment tours
- **CRM systems** used to manage sales enquiries
- **Professional advisers** (e.g. legal, accountancy) where necessary
- **Regulators or law enforcement**, where we are legally required to disclose information

These providers only process your data on our instructions and under appropriate contractual safeguards (e.g. Standard Contractual Clauses where data is transferred outside the UK).

8. International Transfers

Some of our third-party providers (for example, Google) may process data on servers located outside the UK. Where this happens, we ensure appropriate safeguards are in place, such as the UK's International Data Transfer Agreement or adequacy regulations.

9. Data Security

We use appropriate technical and organisational measures to protect your information against unauthorised access, loss, misuse, alteration, or disclosure. While we take these steps seriously, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

10. Data Retention

We keep personal information only as long as necessary to:

- Respond to and progress your enquiry
- Deliver the service you've requested
- Meet legal, accounting, or regulatory requirements
- Resolve any disputes

Once information is no longer needed, it is securely deleted or anonymised. If you ask us to delete your data or unsubscribe, we will action this promptly (see Section 11).

11. Your Rights

Under UK GDPR, you have the right to:

- **Access** the personal information we hold about you
- **Correct** inaccurate or incomplete information
- **Request deletion** of your information
- **Restrict** or **object to** processing
- **Withdraw consent** at any time (where consent is the legal basis)
- **Request portability** of your data
- **Complain** to the Information Commissioner's Office (ICO) if you're unhappy with how we've handled your data

To exercise any of these rights, contact us using the details in Section 1.

ICO contact details: ico.org.uk | Helpline: 0303 123 1113

12. Third-Party Websites and Embedded Content

Our website contains links to, and embedded content from, third-party services, including:

- Google Maps (location of The Shires)
- Our virtual apartment tours (hosted by soft-focus.co.uk)
- Facebook and Instagram

These third parties may set their own cookies and collect data in line with their own privacy policies, over which we have no control. We recommend reviewing their policies before interacting with embedded content.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any changes will be posted on this page along with a revised "Last Updated" date.

14. Contact Us

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

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