

Privacy Policy

Effective Date: 3rd May 2025

Company: AI Property Portal LTD

Registered Office: 20 Wenlock Road, London, England, N1 7GU

Company Registration Number: 16140091

Email: support@propertyportal.ai

1. Introduction

At PropertyPortal.ai, we are committed to protecting your privacy and ensuring that your personal data is handled transparently and lawfully. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our AI-powered property analysis platform.

By accessing or using our services, you consent to the practices described in this policy.

2. What Information We Collect

a. Personal Information

- Name
- Email address
- Company name (if applicable)
- Phone number (optional)
- Login credentials

b. Property & Usage Data

- Property details entered into the platform
- User inputs (e.g., renovation budgets, preferred ROI, etc.)

Privacy Policy

- Feedback submitted through forms or surveys
- Analytical data regarding feature usage and interaction

c. Technical Data

- IP address
- Browser type and version
- Device identifiers
- Operating system and platform
- Referral source and usage timestamps

3. Payment Information

If you make a purchase or subscribe to premium features on PropertyPortal.ai:

- Payment details (e.g., credit/debit card numbers) are not stored or processed directly by us.
- All payments are securely handled through third-party payment processors (e.g., Stripe, PayPal) that are PCI-DSS compliant and adhere to industry security standards.
- We may retain limited billing information (e.g., last four digits of card, billing address, transaction history) for record-keeping, refunds, and customer support.

We never have access to your full payment credentials.

4. How We Use Your Information

We use your data for the following purposes:

- To deliver AI-powered property analysis based on your inputs
- To improve platform accuracy and performance
- To personalise the user experience

Privacy Policy

- To communicate updates, new features, and relevant announcements
- To collect feedback and support product development
- To detect and prevent misuse or abuse of the system
- To process payments and manage subscriptions
- To comply with legal obligations

5. Lawful Basis for Processing

Under the UK GDPR, we process your personal data under the following lawful bases:

- Consent - When you opt in to communications or feedback forms
- Contractual necessity - When data is required to provide you with our services
- Legitimate interest - For internal analytics, platform improvements, or to ensure service integrity
- Legal obligation - Where processing is required for compliance with legal or regulatory obligations

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined above or to comply with applicable laws. Usage and input data may be anonymized and retained for analytics and training purposes.

7. Data Sharing and Transfers

We do not sell your personal data. We may share your data with trusted third-party service providers who help us operate our platform, including:

- Cloud hosting services
- Analytics providers
- Payment processors
- Feedback collection tools

Privacy Policy

- Professional advisors (e.g., legal or technical consultants)

All third-party providers are bound by strict confidentiality and data protection agreements.

Where data is transferred outside the UK or EEA, we ensure appropriate safeguards (e.g., Standard Contractual Clauses) are in place.

8. User Rights

Under applicable data protection laws, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request erasure of your data ("right to be forgotten")
- Object to or restrict processing
- Withdraw consent at any time
- Request data portability

To exercise any of these rights, contact us at: support@propertyportal.ai

9. Cookies and Tracking

We may use cookies and similar tracking technologies to:

- Understand how users interact with our platform
- Improve performance and usability
- Remember user preferences

You can manage cookie preferences via your browser settings or through the banner on our website.

10. Data Security

We take data protection seriously and have implemented appropriate security measures including:

Privacy Policy

- SSL encryption
- Secure cloud infrastructure
- Access controls and authentication protocols
- Regular audits and vulnerability assessments

However, no method of transmission over the Internet is 100% secure, and we cannot guarantee absolute security.

11. Children's Privacy

Our platform is not intended for individuals under the age of 18. We do not knowingly collect personal data from minors.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be communicated via email or on the platform. Continued use of the platform constitutes acceptance of the revised policy.

13. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact:

Email: support@propertyportal.ai

Company: AI Property Portal LTD

Registered Office: 20 Wenlock Road, London, England, N1 7GU