



Privacy Policy

Last updated: November 2025

Wagner Property Management is committed to protecting the privacy of landlords, guests, tenants, and all visitors to our website. This Privacy Policy explains how we collect, process, store, and protect your information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and applicable privacy laws. By accessing our website or using our services, you agree to the practices described in this policy.

Who Are we?

We're Wagner Property LTD, a serviced property management and booking agent, registration number – 16769143 in England. Our head office is 124-128 City Road, London, EC1V 2NX. We are registered with the ICO (www.ico.org.uk). Our registration number can be found on the online register.

1. Information We Collect

We collect personal data only where necessary for the operation of our business, particularly in relation to Airbnb property management, landlord services, and short-term rental operations.

1.1 Personal Information

We may collect the following information: - Full name - Email address - Phone number - Postal address - Identification documents (where required for legal compliance, e.g., Right to Rent checks) - Property ownership details - Guest booking details (check-in dates, number of guests, preferences) - Emergency contact details

1.2 Technical & Usage Data

- IP address
- Device details
- Browser type and version
- Website behaviour and analytics data
- Cookies and tracking data (see Section 4)

1.3 Financial & Transactional Data

- Bank information for landlord payouts
- Payment details (processed securely via third-party providers)
- Invoices, tax information, and payout history

We never store full card details on our own servers.

2. How We Use Your Information

We use your information strictly for business purposes, including:

2.1 Property Management & Airbnb Operations

- Managing bookings, guest communications, and check-in/check-out processes
- Coordinating cleaning, linen, and maintenance services
- Ensuring guest identity verification and fraud prevention
- Listing and managing properties on Airbnb and other digital platforms

2.2 Landlord Services

- Creating and managing rental agreements
- Providing performance reports and occupancy insights
- Handling financial transactions and payout settlements
- Communicating relevant updates, maintenance requirements, and legal obligations

2.3 Legal, Compliance & Security Requirements

- Meeting obligations under UK GDPR, property laws, tax regulations, and local authority requirements
- Maintaining records for accounting and regulatory audits
- Preventing unlawful activity such as fraud or unauthorised subletting

2.4 Marketing & Communications

We may send: - Service updates - News or offers related to property management

Marketing communications will only be sent with your explicit consent. You may opt out at any time.

3. Legal Basis for Processing

We process your personal data under the following legal bases: - **Contractual necessity** – to provide property management or rental services you have engaged us for. - **Legitimate interests** – to operate, improve, and protect our business and clients. - **Legal obligation** – to meet regulatory, tax, or compliance requirements. - **Consent** – for marketing and optional services.

4. Cookies & Tracking Technologies

We use cookies to improve website performance, track user activity, and provide a better browsing experience. Cookies may include: - Essential cookies - Analytics cookies - Performance cookies

You may disable cookies in your browser settings; however, parts of our website may not function correctly.

5. Data Storage, Security & Retention

We take reasonable and industry-standard precautions to safeguard your information, including: - Encrypted data transmission (SSL) - Secure storage systems - Access restrictions for staff - Regular data protection audits

We store personal data only for as long as necessary to fulfil contractual obligations, legal requirements, or business needs.

6. Sharing Your Information

We may share your information with trusted third-party partners strictly for business purposes, such as: - Airbnb and similar booking platforms - Cleaning, maintenance, and contractor services - Payment processors and financial institutions - Insurance providers - Legal or regulatory authorities (where required)

All third parties must comply with UK GDPR and enter into data-processing agreements where necessary. We **do not** sell your data.

7. International Data Transfers

Where data is transferred outside the UK—for example, when using international software providers—we ensure appropriate safeguards such as: - UK GDPR-approved Standard Contractual Clauses (SCCs) - Adequacy decisions - Secure data-transfer protocols

8. Your Rights Under UK GDPR

You have the right to: - **Access** the personal data we hold about you - **Correct** inaccurate or incomplete data - **Request deletion** of your information where legally permitted - **Restrict** or **object** to certain processing activities - **Withdraw consent** at any time for marketing or optional features - **Request data portability** of electronically held information

To exercise your rights, please contact us using the details below.

9. External Links

Our website may contain links to third-party sites. We are not responsible for their privacy practices or content.

10. Contact Us

For questions, data requests, or concerns regarding this Privacy Policy:

Wagner Property Management

Email: info@wagnerproperty.co.uk

Phone: [Insert phone number]

Address: [Insert registered business address]

11. Updates to This Policy

We may update this Privacy Policy from time to time to reflect business changes, regulatory updates, or improvements to our data-handling practices. Updates will be published on this page.

Thank you for trusting Wagner Property Management with your information.