

This is the privacy notice of Move iQ Limited.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how data protection law protects you.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below.

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1. **WHO WE ARE AND IMPORTANT INFORMATION**

What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter, contact form, or request a quote/service.

This website is not intended for children, and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data controller(s)

Move iQ Limited is the controller and is responsible for your personal data (collectively referred to as "Move iQ", "we", "us" or "our" in this privacy notice). Our contact details are Merlin House, Brunel Road, Reading. RG7 4AB. For all data matters, contact the Operations Manager on hello@moveiQ.co.uk.

Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

We may collect, use, store and transfer different kinds of personal data about you, which we have grouped together as follows:

- **Identity Data** includes first name, last name.
- **Contact Data** includes email address, property address, and telephone number.
- **Technical Data** may include your login data, IP addresses, browser type and version, social media handles (if used for registration), browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site.
- **Profile Data** may include previously read articles, previously used services, your interests, preferences, feedback and survey responses where applicable.
- **Usage Data** may include behavioural information relating to how you use our website, services and operating systems
- **Marketing and Communications Data** may include your preferences in receiving marketing communications from us and our third parties

We also collect, use and share **Aggregated Data** such as statistical or demographic data for monitoring purposes. Aggregated Data may be derived from your personal data, but is not considered personal data in law, as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data, which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

3. HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you, including through:

You may give us your name, current address, future address, telephone number, and email address, by filling in forms online. This includes personal data you provide when you:

- Request a quote;
- Subscribe to our newsletter, notifications or publications;
- Request marketing to be sent to you.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Processing an online request:** this means processing your data, upon your submission of one of our online forms, to register on our website and/or be contacted by a third-party estate agent responding to your request for a call back or by a third-party approved supplier or approved suppliers panel members, to receive service quote requests.
- **Legitimate Interest:** this means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to do so by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting our Operations Manager.
- **Legitimate Interest Assessment for B2B newsletters:** we process personal data under the legitimate interest basis to send B2B newsletters. Our legitimate interests include direct marketing, business communications, and network security. We have conducted a Legitimate Interest Assessment (LIA), confirming that these processing activities are necessary for our marketing and communication purposes and that they do not override your privacy rights. Our assessment includes a necessity and balancing test to ensure the fairness and necessity of our practices. You have the right to object to this processing by contacting us at hello@moveiQ.co.uk, and you may opt out of receiving our B2B newsletters at any time through the unsubscribe link provided in every newsletter.
- **Comply with a legal or regulatory obligation:** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third-party direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by contacting us from your registered email address, at hello@moveiQ.co.uk

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact our Operations Manager at hello@moveiQ.co.uk if you need details about the specific legal ground we are relying on to process your personal data, where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing, including the basis of legitimate interest
To deliver your completed quote	(a)	Necessary to perform a contract with you (to process your request and provide a quote

request form.	Identity (b) Contact	directly from one of our team members).
To subscribe you to, or unsubscribe you from, our newsletter and/or updates	(a) Identity (b) Contact	Consent (or soft opt-in where applicable) to send you marketing communications; necessary to manage your communication preferences.
To use data analytics to improve our websites, content, tools and overall user experience	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests to understand how users engage with our site, to improve its functionality, and to inform our business and marketing strategy.
To make suggestions and recommendations to you about content and services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests to understand user engagement and improve, develop, and grow our business.
To enable you to contact us via an enquiry form on our website	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests to respond to enquiries and provide customer support.

To book a call via our calendar scheduling tool (e.g. HubSpot)	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Usage (e) Profile 	Necessary for our legitimate interests to arrange and manage appointments, respond to meeting requests, and explore potential opportunities to work together.
To communicate with you when you email or phone us directly	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Usage (e) Profile 	Necessary for our legitimate interests to respond to enquiries, provide support, and maintain business records.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or services from us and, in each case, you have not opted out of receiving that marketing.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any company outside of Move iQ Limited for marketing purposes.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by using the unsubscribe link included in any marketing message you receive, or by emailing us at hello@moveiq.co.uk.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product or service enquiry, service experience, or other transactions.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may

become inaccessible or not function properly. For more information about the cookies we use, [please see](#).

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact our Operations Manager at hello@moveiQ.co.uk.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal Third Parties.
- External Third Parties Service, for example, IT software and maintenance.
- Providers of IT and system administration services.
- Providers of digital marketing services.
- Providers of services for mortgages, conveyancing, surveying and removals.
- HM Revenue & Customs, regulators and other authorities acting as processors based in the United Kingdom who may require reporting of processing activities in certain circumstances.
- Specific third parties listed in the table in paragraph 4 above.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

We do not transfer your personal data outside the European Economic Area (EEA).

7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Once registered, your individual data is stored indefinitely to facilitate immediate, long-term use and frequent access to the site.

Data is stored until:

- You unsubscribe
- Move iQ receives a request from you to update or delete your registered account

In some circumstances, you can ask us to delete your data: see **Your legal rights** below for further information.

In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;
- The right to request that we provide you with your personal data and, where possible, to transmit that data directly to another data controller (known as the right to data portability), where applicable, i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request that a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable, i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

If you wish to exercise any of the rights set out above, please contact our Operations Manager.

No fee required – with some exceptions

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally, it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. Changes to this notice and your duty to inform us of changes

This version was last updated on 26th August 2025, and historic versions can be obtained by contacting us.

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. Queries, requests or concerns

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact our Operations Manager on hello@moveiQ.co.uk.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](#) on [03031231113](tel:03031231113) or via [email](#) or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.