

Auction Works Privacy Notice

We are committed to protecting and respecting your privacy. This privacy notice explains how we collect, use, store, and protect your personal information when you engage with us as a participant in our auctions.

Company information

When we refer to Auction Works we mean:

- AuctionWorks Limited - 16403410

For property auctions and related services, we maintain membership with professional bodies such as NAEA and ARLA Propertymark, and adhere to industry best practice.

We collect, use, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who we are?

The data controllers responsible for your personal information are:

- Auctionworks Limited

Registered Address: 8–10 The Square, Whickham, NE16 4JB

Email for Data Queries: hello@auctionworks.co.uk

What information we collect

We collect and process various types of personal information depending on our relationship with you. This may include:

- Full name and contact details (postal address, phone number, email)
- Information relating to your identity to comply with Anti-Money Laundering (AML) and legal obligations
- Financial information such as bank details, proof of funds, and payment history
- Information on any access requirements you have to enable us to find suitable properties for you, which may consist of special category personal data comprising details of any disability or other health information about you
- Details about your areas of interest where we wish to send you marketing information about similar products and services
- Property ownership and tenancy details
- Communication records with us including email or telephone correspondence created when you contact us
- Website and device usage data (e.g., IP address, cookies)

- Marketing preferences and consents

Where we process special category data (such as health information), this is done only with your explicit consent or where necessary to meet our legal obligations.

Where we need to collect personal data by law (for example to meet our obligations to prevent fraud and money laundering) 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 our 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.

Lawful Basis for Processing

We process your data under one or more of the following lawful bases:

- Contractual necessity: To perform our services for you as a client or prospective client.
- Legal obligation: To comply with legal and regulatory duties such as Anti-Money Laundering checks or tax requirements.
- Legitimate interests: To operate and improve our business and services, except where overridden by your rights.
- Consent: Where you have opted in to marketing communications or where we process special category data.

How we use your information

We will hold and use your personal information to:

- Facilitate and manage auctions, including registration, bidding, and settlement of transactions
- Share information where necessary to deliver those services or act on your behalf
- Comply with legal and regulatory requirements, including identity verification, prevention of fraud and money laundering, and assessing creditworthiness
- Communicate with you about your enquiries, requests, and the services we provide
- Analyse information to help manage, improve, and plan our business operations
- Send marketing communications about our services (or those of selected partners) where you have consented, or where you are an existing customer and we contact you about similar services. You can withdraw your consent or unsubscribe at any time
- Notify you about changes to our services
- Ensure our website and communications are presented in the most effective way for you and your device

Auction Data Processing

When you participate in our auctions, whether in-person, online, or via telephone, we process personal information to ensure the integrity and smooth operation of the auction. This includes:

- **Bidder Registration and Verification:** We collect and verify your identity, contact details, and proof of funds to comply with Anti-Money Laundering (AML) regulations and prevent fraud.
- **Bidding Records:** We keep a record of your bids and transactions to accurately manage auction outcomes, complete contracts, and resolve any disputes.
- **Online Auction Platforms:** If you bid online, we process data such as login credentials, IP addresses, and device information to provide secure access and prevent unauthorised activity.
- **Live Auction Recording:** Auctions may be recorded for administrative, security, and legal purposes. Recordings are stored securely and only used for these purposes or as required by law.
- **Payment and Settlement:** We process financial data to manage deposits, payments, and the transfer of property or goods in compliance with contractual and legal obligations

We process your personal data on the basis of one or more of the following lawful grounds: performance of a contract, compliance with a legal obligation, legitimate interests, or your consent (where required)

How long we keep your data

We keep your personal data only as long as necessary for the purposes we collected it. Typical retention periods include:

- Auction transaction records: 7 years after the end of the transaction
- Anti-Money Laundering and identification records: 5 years from the date of transaction
- Marketing data: until you withdraw consent or 2 years after last contact

Who we share your information with?

We share data only when necessary to deliver our services or meet our legal obligations. This may include:

- Professional advisers (e.g., solicitors, accountants, surveyors)
- Referencing and credit agencies
- Maintenance contractors and utility providers
- Regulatory and government authorities (e.g., HMRC, ICO, Property Ombudsman)

- IT, marketing, and system providers under strict data protection contracts
- We never sell your personal information

Referral Fee Schedule

We may receive a referral fee or commission when we introduce clients to certain third-party service providers. These payments are made to us by the provider and do not affect the cost you pay for their services.

International Data Transfers

We do not routinely transfer your personal data outside the UK or European Economic Area (EEA). If we ever do, we will ensure appropriate safeguards (such as Standard Contractual Clauses or adequacy decisions) are in place.

Your Data Protection Rights

You have rights under data protection law, including to:

- Access the personal data we hold about you
- Request correction or deletion of inaccurate data
- Restrict or object to processing
- Withdraw consent for marketing at any time
- Request data portability where applicable

To exercise your rights, please contact us at info@sarahmains.com.

If you are not satisfied with our response, you may contact the Information Commissioner's Office (ICO) at www.ico.org.uk or by calling 0303 123 1113.

Cookies

Our website uses cookies to enhance your browsing experience and analyse traffic. Essential cookies enable site functionality, while optional analytics or marketing cookies are only used with your consent. For example, we use Google Analytics to understand how visitors use our site. You can manage your cookie preferences at any time through our cookie banner or browser settings.

Security of Your Data

We use appropriate technical and organisational measures to protect your data from unauthorised access, loss, misuse, or alteration. This includes secure servers, encryption, and restricted staff access.

Changes to This Notice

We may update this Privacy Notice periodically to reflect changes in our practices or legal obligations. The latest version will always be available on our website and in our offices.

This notice was last updated in November 2025.