

Privacy Policy

Houston's Homes Ltd

Last updated: 29/03/2026

1. Introduction

Houston's Homes Ltd ("we", "us", "our") is committed to protecting your personal data and respecting your privacy.

This Privacy Policy explains how we collect, use, and protect your information when you:

Visit our website

Enquire about a property or development

Register interest or reserve a home

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

When you interact with us, we may collect:

Personal Details

Name

Email address

Phone number

Current address

Property & Purchase Information

Development or plot of interest

Budget and buying position (e.g. first-time buyer, chain status)

Reservation details (where applicable)

Technical Information

IP address

Device and browser type

Website usage data (via cookies)

3. How We Use Your Information

We use your data to:

Respond to property enquiries

Manage reservations and sales progression

Provide updates on specific plots or developments

Share relevant information about availability, pricing, and releases

Improve our website and customer experience

Comply with legal and regulatory requirements

Our lawful bases include:

Contractual necessity (e.g. processing a reservation)

Legitimate interest (e.g. responding to enquiries)

Consent (e.g. marketing communications)

4. Property Reservations & Sales

If you reserve or purchase a property, we will use your data to:

Process and manage your reservation

Liaise with solicitors, advisors, and relevant third parties

Progress your purchase through to completion

Your information will only be shared where necessary to facilitate the transaction.

5. Marketing & Development Updates

If you register your interest, we may contact you with:

New releases

Pricing updates

Development progress

Relevant opportunities

You can opt out of marketing at any time using the unsubscribe link or by contacting us.

6. Sharing Your Information

We may share your data with trusted third parties, including:

Solicitors and legal representatives

Mortgage advisors / Independent Financial Advisors

Contractors or consultants involved in your purchase

CRM systems and website providers

All third parties are required to handle your data securely and in line with data protection laws.

We do not sell your personal data.

7. Plot Updates & Customer Journey

Where you have reserved a home, we may provide updates on your specific plot, including build progress and key milestones.

This may be delivered via:

Email updates

Online portals or apps

Direct communication from our team

This is a key part of our commitment to keeping you informed throughout your home-buying journey.

8. Data Storage & Security

We take appropriate security measures to protect your data, including:

Secure systems and storage

Restricted access to personal data

Regular data handling reviews

We retain your data only for as long as necessary for the purposes outlined in this policy.

9. Your Rights

You have the right to:

Access your personal data

Correct inaccurate data

Request deletion of your data

Object to or restrict processing

Withdraw consent at any time

To exercise your rights, please contact us.

10. Cookies

Our website uses cookies to:

Improve functionality

Analyse performance

Enhance your browsing experience

You can manage cookies through your browser settings.

11. Third-Party Links

Our website may contain links to external websites (e.g. mortgage advisors, solicitors).

We are not responsible for their privacy practices.

12. Contact Us

If you have any questions about this policy or your data:

Houston's Homes Ltd

Email: enquiries@houstons-homes.com

13. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page.