



a division of Intelligent Shopper Limited

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Intelligent Shopper Limited's & Trading Divisions Data Privacy Policy

Last Updated – 16 October 2025, Version 4.

A. Who are we?

We are Intelligent Shopper Limited and we mainly provide marketing services to businesses. ("We", "Us").

Our registered company is Intelligent Shopper Limited ("ISL") incorporated in England & Wales No. 10694688 and our registered address is 2nd Floor, Midas House, 62 Goldsworth Road, Woking, GU21 6LQ. We also trade as "UK Mover Engagement" and "Mover Match" and "Mover's Advantage" and "My Address Change".

We comply with the relevant data protection regulations and are registered with the Information Commissioners Office under number ZA265746. Further Company details can be found at www.companieshouse.gov.uk. Company No. 10694688

Our Group Data Protection Officer can be contacted via the above address, or via dpa@intelligentshopper.co.uk or, alternatively by telephone on **0845 4704 802**.

ISL is a UK property data and analytics company that generates pre and post move 'variable status', property intelligence, which from key transactional 'triggers' reflect the sale progress or 'withdrawal from market' circumstance of 'pre move' property data, during the, home moving process.

ISL holds and accesses some the UK's largest resources of factual 'variable status' property intelligence of residential property data (compiled from a multiplicity of data points) including the most current and accurate 'in fill' data sources of such, in the UK. For more information, please contact us as above.

Significantly, for the purposes of this notice, our property intelligence does not involve any processing of personal data and property data is not personally identifiable information ("PII") and does not fall under the auspices of the General Data Protection Regulation ("GDPR").

We utilise such timely, factual intelligence to, among other things, facilitate third party corporations and organisations in:

01. **Fulfilling their Data Protection legislation and regulatory undertakings and duties** in respect of "active" or "lapsed" customer or enquirer data, and in correlated identification, organisation and management of active and lapsed, pre and post mover customer or enquirer 'hand overs and inductions', in accord with best legislative and regulatory practice.
02. **Alleviating contractual, legislative and regulatory risks and liabilities** attributable to processing use, or erasure, of "active" or "lapsed" customer or enquirer personal data.

Intelligent Shopper Limited (“ISL”) T/A UK Mover Engagement (“UKME”) is committed to working with all partners, suppliers, clients and individual data subjects where applicable, to ensure that we:

02. provide appropriate notifications to data subjects;
03. give full and easy effect to data subject rights
04. achieve high standards of data protection generally; and
05. market responsibly and ethically.

B. Marketing from Intelligent Shopper Limited (ISL) and Our Partners

At **ISL** we like to keep our customers informed about offers, products and services that we think you'll genuinely find useful. From time to time, we may contact you by post, phone, email or text message. We use what we know about your interests to make sure our messages are relevant and worthwhile.

How We Contact You

We may send you marketing by **post or phone** because we have a **legitimate business interest** in keeping you updated about our products and services and those of our partners. You can ask us to stop these messages at any time.

For **email or text messages**, we'll only contact you if:

- you've **given us permission**, or
- you've bought (or asked about) something from us before and we're telling you about **similar products or services**.

(This is called the “soft opt-in.” You'll always be able to opt out easily at any time.)

Every message we send will include a simple **unsubscribe link**, and you can also update your preferences at any time by emailing us at dpa@intelligentshopper.co.uk.

Marketing from Our Trusted Partners

From time to time, we may share limited contact details with carefully chosen and **trusted partner organisations** whose products or services we believe may be of genuine interest to you. These partners will **only contact you by post**, unless you've given them permission to use other contact methods directly.

When our partners contact you, they do so under their own privacy policies and are responsible for how they handle your information. We only work with reputable organisations that meet strict data protection standards.

Our partners operate in a range of areas, including:

01. **Shopping and Mail Order** – fashion, home, furnishings & furniture, home improvements, DIY, gardening, gifts, food & drink, tools & equipment
02. **Charities** – animal, community, environmental, medical and other good causes
03. **Finance** – insurance, banking, mortgages, pensions, legal and investment services
04. **Government (National, Local & Quasi)** – electoral roll updates & enhancements, Treasury investments and Premium Bonds

- 05. **Lifestyle** – health, wellbeing, leisure and outdoor activities, pet and veterinary services
- 06. **Property** – conveyancing, development, surveys, construction
- 07. **Telephony, Communications & Entertainment** – broadband, digital TV, mobile communications, TV Licensing
- 08. **Utilities** – gas, electricity, water and telecoms

Your Marketing Choices

You're always in control of your information. You can tell us **not to send you marketing or not to share your details** with partners whenever you like. Just contact us at dpa@intelligentshopper.co.uk and we'll update your preferences straight away.

C. Where Your Information Is Stored

All personal information held by Intelligent Shopper Limited (ISL) is stored securely within the United Kingdom (UK) and the European Economic Area (EEA).

We do not transfer your personal data outside of the UK or EEA, and all our IT systems and service providers are required to meet strict UK and EU data protection and security standards.

Your information is held on protected servers that can only be accessed by authorised ISL staff and approved service providers who help us operate our systems and deliver our services. We use technical and organisational measures — such as encryption, access controls, and regular security monitoring — to keep your data safe from loss, misuse or unauthorised access.

D. How Long We Keep Your Information

We only keep your personal information for as long as it's needed for the purposes we collected it — for example, to provide a service, manage your marketing preferences, or meet our legal and regulatory obligations.

In general:

- 01. Customer and marketing records are usually kept for up to six years from your last interaction with us, so we can deal with any queries or complaints and keep an accurate record of your preferences.
- 02. Opt-out and suppression lists are kept indefinitely (unless you ask us to delete them) so we can make sure we don't contact you again by mistake.
- 03. Financial and transactional records are kept for as long as required by law (normally six years) to comply with accounting and tax obligations.
- 04. After these periods, your data is securely deleted, anonymised, or archived if required for limited legal or regulatory reasons.

E. How we collect non-personal data

- 01. Data is collected from public domain and open-source environments as well as from, contracted, non-disclosure agreement protected, commercially available sources, including estate agents, property technology companies and significant property search and conveyancing businesses and

H.M. Land Registry, among more than 17,000 and examples include estate agent data or property search data.

02. Data is also secured from a significant property technology company, an arrangement (subject to a non-disclosure agreement) which provides us with access to an Application Programming Interface ("API") driven, data 'top up' and / or 'in fill' solution, in respect of property status changes being identified in respect of 'pre move' properties.

03. Data is updated daily.

F. Why we collect non-personal property data

We collect 'variable status', property data and property attributes relevant or pertaining to the home moving process so that organisations can:

01. better, and more cost effectively, manage the timely offering of, or timely supply or withdrawal of supply, of goods and services that are or might reasonably be perceived to be relevant to moving home, and,
02. as per B 01., & 02., above, to facilitate third party corporations and organisations in alleviating contractual, legislative and regulatory risks and liabilities and fulfilling their Data Protection legislative and regulatory undertakings and duties towards individuals.

G. How we collect personal data

We are registered with the Information Commissioners Office under number ZA265746, and at the date of this privacy policy, we generate and collect personal data in the following ways:

01. Many organisations which we work or 'partner' with, based upon our 'variable status', property intelligence, wish to communicate by mail and / or email, on a polite and personalised basis to an adult individual or individuals at these properties, and therefore ask us to provide our data together with the name(s) and / or email addresses of the resident(s) understood at the time to live at the property.

In accord with generally accepted, good, and standard, direct marketing and data processing practice, we only ask our suppliers of personal data to append resident name(s), typically consisting of name prefix, initials and / or forename and surname, and / or email address, to limited, specifically defined sets of our property addresses, when we are satisfied that doing so, is not in breach of data protection law. Many thousands of other UK organisations also do this.

Prior to us receiving or processing such personal data we require the suppliers which we work or 'partner' with, to provide an undertaking that they have a valid, currently applicable "Consent" from the data subjects concerned, to supply us with their name(s), and / or email addresses.

02. We also ask certain of our suppliers to append personal data from the 'Open Electoral Register' (such as, name prefix, forename, surname and year of birth), to specifically defined sets of our property addresses. This is not in breach of data protection law and we process such data under the lawful entitlement of "Legitimate Interest".

The component part of the 'Electoral Register' known as the 'Open Register', is in the public domain and can be bought by any person, company or organisation and can be used for commercial activities such as direct marketing. You can view the privacy notice of your electoral registration office on their website, or you can contact them to request a copy. You can find their

website address and contact details at www.electoralcommission.org.uk/voter. An individual who has not “opted out” of the ‘Open Electoral Register’, may do so at any time.

03. Where you contact us to request that personal information of yours be suppressed, so as for instance, not to be included in third party mailings or emails we will store your information such as name, address, telephone number and / or email address to honour this request.
04. From Personal Information Impact Assessments (“PIAs”) we periodically conduct, we determine whether there is a proportionate balance between the effort involved in providing you with privacy information and the foreseeable effects that our use of your personal data might have on you. At the most recent assessment, it was determined that because of the large scale and complexity and frequency of data collection, it is disproportionately onerous to notify data subjects at the point of collection of each and every data point. The privacy notice is therefore published at the point of first marketing contact.

H. Why we collect personal data

01. To, (in accord with our statements in section B., of this document) enable us and to facilitate our Trusted partners with, the capability, to market products and services to you by **post or phone** and / or email.
02. To comply with your request to be suppressed from inclusion in third party mailings or emails. Where you contact us to request to be suppressed, we will store your information such as name, address, telephone number and/or email address to facilitate fulfilment of this request.

Products and services in addition to those already denoted in section B., that might be provided could include;

- (b) Notifying gas, electricity and water utilities suppliers of a change of occupation for new supply or final meter reading purposes
- (c) Notifying telephony, communications (e.g, broadband) and entertainment (e.g. TV Licensing) services suppliers of a change of occupation for new supply or final billing purposes
- (d) Banking, insurance, pension, investment and other financial services
- (e) Other, legitimate, business to consumer services.
- (f) Commercial organisation and management of active and lapsed, pre and post mover customer or enquirer ‘hand overs and inductions’, in accord with best legislative and regulatory practice.

I. Personal data processing notice

We process more than 700 billion pieces of data per year and due to the considerable scale, complexity and frequency of our property data generation and collection, it is disproportionately onerous to notify data subjects at the point of collection of each and every data point.

From Personal Information Impact Assessments (“PIAs”) we periodically conduct, we determine whether there is a proportionate balance between the effort involved in providing you with privacy information and the foreseeable effects that our use of your personal data might have on you. At the most recent assessment, it was determined that because of the large scale and complexity and frequency of data collection, it is disproportionately onerous to notify data subjects at the point of collection of each and every data point.

The privacy notice is therefore published at the point of first marketing contact.

01. This is provided as part of the first communication as to notify before would involve “disproportionate effort”.
02. The processing notice links to this website or is referenced directly in mailings.
03. Please note that property data is not personally identifiable information (PII) and does not fall under the auspices of the GDPR.

J. How long we keep personal data for

We only keep your personal information for as long as it's needed for the purposes we collected it — for example, to provide a service, manage your marketing preferences, or meet our legal and regulatory obligations.

In general:

01. Customer and marketing records are usually kept for up to six years from your last interaction with us, so we can deal with any queries or complaints and keep an accurate record of your preferences.
02. Opt-out and suppression lists are kept indefinitely (unless you ask us to delete them) so we can make sure we don't contact you again by mistake.
03. Financial and transactional records are kept for as long as required by law (normally six years) to comply with accounting and tax obligations.

After these periods, your data is securely deleted, anonymised, or archived if required for limited legal or regulatory reasons.

K. How we use and share personal data

For the purposes of providing or facilitating the provision of:

01. Residential Property Market related statistics.
02. 'Variable status', property intelligence communication triggers.
03. Profiling, segmentation, and propensity modelling
04. 'Variable status', property intelligence with appended personal data is or is intended to be shared with our clients (partners) and suppliers in the below sectors for the provision of goods and services relevant to the home moving and home improvements and maintenance process.

These clients and prospective clients (partners) and suppliers include those notated in section B., 01 – 08.

L. Suppression from marketing activity.

We may share any personal data suppression request you make of us with our third-party suppliers and our clients so that your request can be honoured.

These clients and prospective clients (partners) and suppliers include those notated in section B., 01 – 08.

M. Appending of personal information (PII) from third party suppliers

01. Names

Our clients use your name so that they may personalise their Direct Marketing to you and / or for suppression / matching purposes. Our third-party suppliers include but are not limited to:

- Data8 Limited. www.data-8.co.uk/privacy-policy/
- DM plc Group. <http://www.dmresponse.co.uk/legal/privacy-policy.html>
- [Experian](#)
- GB Group plc. <https://gbukgroup.com/policy-hub/privacy-policy/>
- [MDEG](#)
- Sagacity Solutions Ltd. www.sagacitysolutions.co.uk/privacy-policy/
- Salocin Group Limited. www.salocin-group.com/privacy-policy/

02. We may also use your name and address to match to online advertisers so that our clients can show you relevant online advertising on webpages while you are browsing the internet. The best way to opt out of this tailored advertising is through the [WebChoices platform](#), here you can see all the cookies on your computer, what they are being used for and opt out of them. Alternatively, you could remove cookies manually through your web browser settings.

We may use your name for suppression purposes.

03. Email Address

Our clients use your email address so that they may send you email communications and / or for suppression / matching purposes. The third-party suppliers include but are not limited to:

- DM plc Group. <http://www.dmresponse.co.uk/legal/privacy-policy.html>
- [Experian](#)
- [MDEG](#)
- Sagacity Solutions Ltd. www.sagacitysolutions.co.uk/privacy-policy/
- Salocin Group Limited. www.salocin-group.com/privacy-policy/

We may use your email address for suppression purposes.

N. Your rights as a data subject

At ISL, we know how important our customers' data is and we take our data protection responsibilities seriously. That means keeping your data safe and only using it in ways you'd expect. It also means considering your data subject rights when designing new products, services, systems and processes, and taking action when you make a request to us about your data.

Under data protection law, everyone has the following rights in relation to their personal data (we call these data subject rights):

- The right to be informed about how and why your data is used.
- The right to access or get a copy of your data.
- The right to have your data rectified, corrected or completed.
- The right to have your data deleted or erased.

- The right to have the processing of your data restricted.
- The right to object to the processing of your data.
- The right to have your data transferred electronically to you or another provider.
- Rights in relation to automated decisions (decisions made by a machine rather than a person).

You can make a request to us about any of these rights at any time and by any method. When we receive a request and we can identify who's made it, we have one month to respond to explain the action we've taken.

For more information about your data subject rights, including templates for making requests and information on what to expect when you make a request, we recommend you visit the [Information Commissioner's Office website](#) if you're in the UK or the [Irish Data Protection Commissioner's website](#) if you're in Ireland.

Please note, some of your rights are not absolute. In some cases, for example, we might refuse a request to exercise a particular right if doing that meant that we can't meet our contractual obligation to provide you with products or services, or if we have a legal obligation or right not to comply with the request. Don't worry, we'll let you know about the actions we'll take when you make your request.

This page is intended for residential customers of ISL and ISL trading as "UKME".

Want to make a request about your data or your data subject rights? The quickest and easiest way is to complete [this form](#). Prefer to make it another way? Get in touch by using the options at the bottom of the page.

- [Click here](#) to enter details
- Name
- Address
- E mail
- Contact source
- Date
- Instructions
- Data Subject Access Requests

Our Group Data Protection Officer can be contacted by emailing dpa@intelligentshopper.co.uk, or, alternatively by telephone on: **0845 4704 802**

O. Changes to our privacy policy

We reserve the right to update this Privacy Policy from time to time as appropriate in relation to legislative or our business developments. The "last updated" date will be updated with the date of the last change.