

# Urban Creation Terms and privacy policy

This website is provided by Urban Creation Limited "Urban Creation" and is subject to the following terms and conditions. By accessing and using this website you are deemed to have read and accepted these Terms.

Urban Creation reserves the right to change, modify, add or remove portions of these Terms at any time without prior notice and the revised Terms will be deemed to apply at the time of your use of this website. You should check these Terms every time you visit this website to review the Terms applicable to your current use of the website.

The information contained on this website is given in good faith and for general information and interest purposes only. Urban Creation uses all reasonable care in the preparation of the content of this website and intends that the information is accurate at the time it is uploaded. Such information can be subject to change and Urban Creation makes no guarantee, representation or warranty as to the accuracy of the information given. Urban Creation assumes no responsibility for any errors or omissions in the content of this website.

Urban Creation operates a Privacy Policy that is set out below. This Policy forms part of these Terms and complies with principles set out in EU General Data Protection Regulation.

## **Main terms:**

- We respect your privacy.
- We will always make it clear why you are receiving communication from us. From time to time, we may also contact you with information about your current tenancy or stay at one of our properties.
- We will collect and use individual details only where there is a legitimate business interest, such as being able to manage your current tenancy with us.
- We will be clear with you in regard to what information we will collect and what we will do with it.
- We will delete any information securely if requested by you to do so.

## **When we collect your data and what we will collect**

We will collect your data when you request or enquire about one of our properties. This includes both student accommodation and serviced apartments.

Please note if calling, your call may be recorded.

## **We will do our best to protect your privacy therefore:**

- We make sure we have the appropriate security measures in place.
- We make sure when another organisation provides a service for us that they also have the appropriate security measures.

## **We will collect information on you when:**

- You enquire about one of our properties
- When you sign up to one of our newsletters
- When you sign up to use one of our services
- Through web cookies
- Through telephone conversations

## **We only use your personal data to:**

- Enter into a contract with you
- Where it is appropriate under legitimate interests
- To remember your preferences
- To communicate company news and product offers if signed up to our newsletters
- We do not collect more information than necessary to fulfil our business purposes. Nor will we retain it for longer than required.

## **How we use your information**

We collect various types of information about our users:

1. To provide our products and services
2. To monitor online website patterns and website usage to help us continually improve.
3. To tell you about our services, when there is a legitimate business interest to do so.
4. Storing details and financial information

## **Storing details and financial information**

We will normally store information for 7 years for accounting purposes. If there is a need to store this data for longer than this then we will retain the data for as long as necessary.

Your account will remain active with us until you no longer reside at one of our properties. We have to hold the details of those people who have requested a service in order for us to provide this.

We do not store any of your personal financial details. We only hold invoicing and account information as required.

To process financial payments, you may wish to pay online via online service providers.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

## **Access To Your Information**

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

You have the right to access all personal data we hold on you. To access this, please send us an email to [isturgess@urban-creation.com](mailto:isturgess@urban-creation.com) ensuring that the subject line states 'Subject access request'.

On receipt of your request, we will respond within one month. We will provide you with the information electronically via PDF or Microsoft DOC.

You can also send us a written request to:

Urban Creation  
62 Park Street  
Bristol,  
BS1 5JN

## **Unsubscribing**

You have the right to unsubscribe from any of our email communication at any time. To unsubscribe, please email [isturgess@urban-creation.com](mailto:isturgess@urban-creation.com) including the subject line 'unsubscribe'.

For any email marketing, please click on the 'unsubscribe' link at the bottom of the email. We will process this as soon as we receive it.

## **Social Media**

We use third party provider Meta Business Suite to manage all our social media accounts.

For more information about Meta's privacy policy, please click [here](#).

## Website Management

We use a digital marketing agency, Atomic Smash to help run our website.  
For more information on Atomic Smash's privacy policy, please click [here](#).

## Website Booking Systems

We use an accommodation booking system, COHO to manage all our student tenancies and tenant enquiries.

For more information on COHO's privacy policy, please click [here](#).

We use an accommodation platform, Mews, to manage all our short term lets within serviced apartments.

For more information on Mews' privacy policy, please click [here](#).

## Email Platform

We use Mailchimp to send all our marketing emails such as newsletters and hosted landing pages.

For more information on Mailchimp's privacy policy, please click [here](#).

## Digital Visitors To Our Website

We use files known as 'cookies' on our website. We use these to:

- Provide optimal use of the site with temporary session cookies.
- These then disappear when your session ends.
- We also use Google Analytics who use cookies and codes on the site to gather data about usage, patterns and frequency of visitors to our site.
- This provides statistical information about various usage patterns to help us improve our services to you.
- For more information about Google Analytics privacy statement please click [here](#).

## Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

## Property Information

All areas, measurements and distances are referred to as a guide only. Room dimensions should not be used to determine the measurements for appliances or items of furniture. For the purposes of the Property Misdescription Act 1991, Urban Creation reserves the right to alter and amend specifications and layout without notice.

The information on this website should not be relied on and does not constitute any form of advice or recommendation. Nothing on this website is intended to be nor should be construed as an offer to enter into a contractual relationship.

## Third parties

This website may carry hypertext links to websites operated by third parties for reference and information purposes only. Urban Creation has not reviewed and does not review the websites that may be linked to this website and is not responsible for the content of, nor accepts any liability arising in respect of, any other websites that are not under the strict control of Urban Creation. The presence of links to other third party operated websites shall not be deemed to be a recommendation by Urban Creation of such websites nor of any advice or information posted to them.

These Terms cover Urban Creation's own website's at <https://urban-creation.com>, <https://urban-student.co.uk> and <https://urban-apartments.co.uk> and do not cover any third party operated websites that may be linked to this website.

You may not create a link to this website from another site or document without the prior written consent of Urban Creation.

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## Software

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If any provision of these Terms is deemed unlawful, void or for any other reason unenforceable, then it shall be severable from these Terms and shall not affect the validity and enforceability of the remaining provisions.

This website is controlled and operated by Urban Creation Limited from the United Kingdom and is subject to English Law. These Terms shall be governed by and construed in accordance with English law and the English and Welsh courts shall have exclusive jurisdiction to settle any disputes arising from these Terms or any of the content on this website.