

# Terms of use

This online valuation tool is provided by Zoopla.

The estimated valuations produced by this tool are generated using Zoopla's automated valuation model - a computer model which generates estimated valuations by combining statistical techniques with market data.

This tool is intended only for private, non-commercial use by individuals. The estimated valuations are for general information only and are produced by computers without any inspection of the property or any legal documents relating to it. Zoopla cannot verify the data used to generate the valuation and does not guarantee that this tool is accurate, complete or suitable for your intended use.

You should not rely on this tool or the estimated valuations it generates. You should seek professional advice before making any financial or other decision in relation to the property.

## Privacy

### About us

This online valuation tool is provided by Zoopla. Both Zoopla and the agent will receive a copy of the information you submit when you carry out your valuation.

For the purposes of data protection law, the controller is Zoopla Limited of The Cooperage, 5 Copper Row, London SE1 2LH ("**Zoopla**", "**we**", "**us**", "**our**").

To find out more about how the agent will use your information, you should contact the agent.

### How we use your information

We will use your information:

- to perform your online valuation and deliver that valuation to you;
- to provide your information and the valuation to the agent, so that the agent can contact you about your valuation; and
- otherwise only in accordance with our [privacy policy](#).

## Lawful basis for using your information

When we perform your valuation and provide your information to the agent, the lawful basis for doing so is that the processing of your information is necessary for the purposes of:

- our legitimate interest in providing an online property valuation tool for consumers to generate estimates of property values; and
- the agent's legitimate interest in making the online valuation tool available on its website for use by consumers and to market the agent's services to those consumers,

in each case, those legitimate interests not being overridden by the interests or fundamental rights and freedoms of individuals using the online valuation tool.

In relation to any other way we use your information, the lawful bases are described in our [privacy policy](#).

## Retention

We retain your information for as long as is necessary for the purposes for which it is processed. These periods vary depending on the nature of the information and your interactions with us.

## Your rights

You have rights in relation to information we process about you.

You don't need to pay anything to exercise your rights. We have one month to respond.

Please contact us at [privacy@zoopla.co.uk](mailto:privacy@zoopla.co.uk) if you wish to make a request.

- **Access.** You can ask us for copies of your information. This right always applies (but there are some exemptions, so you might not get everything we process). Find out more [here](#).
- **Rectification.** You can ask us to correct inaccurate or incomplete information. This right always applies. Find out more [here](#).
- **Erasure.** You can ask us to erase your personal information in certain circumstances. Find out more [here](#).

- **Restriction of processing.** You have the right to ask us to restrict the processing of your information in certain circumstances. Find out more [here](#).
- **Object to processing.** You have the right to object to processing if we process your information because it is in our legitimate interests. Find out more [here](#).
- **Data portability.** You can ask us to transfer the information you gave us to another organisation or give it to you. This right only applies if we are processing information based on your consent or in relation to a contract and the processing is automated. Find out more [here](#).

## Your right to complain

If you have questions about how we use your information, please contact us at [privacy@zoopla.co.uk](mailto:privacy@zoopla.co.uk).

You can complain about how we process your information to the Information Commissioner's Office. Find out more [here](#).

## Changes to this privacy notice

We keep this notice under review so that it stays up to date and accurate. You can find the latest copy linked to on any of our online valuation tools and our main privacy policy is kept up to date [here](#).

## Cookies

This online valuation tool uses cookies and similar technologies. This section explains how we use cookies, but does not cover other cookies used on the agent's website.

A cookie is a piece of information that a website puts on your device so it can remember something about you or your device at a later date.

By using the online valuation tool, you agree to our use of cookies. You can find out more about cookies by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

This online valuation tool uses Google Analytics cookies:

Cookie name	Duration	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Use to throttle request rate.

AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve an identifier from Google's AMP Client ID service.
_gac_<property-id>	90 days	Contains campaign related information for Google Ads.

You may refuse to accept cookies by altering the settings on your internet browser. For more information about how to do this, look at your browser 'help' section or visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

If you adjust your internet browser settings to refuse cookies, you may not be able to access or use fully certain parts of the online valuation tool.

So that we can offer the best experience possible using our online valuation tool, we may add new cookies to it from time to time. We aim to keep the cookie information provided here as accurate as possible. We will post any changes we make to this statement on this page.