



Privacy Policy

Effective Date: 9th September 2026

1. Who We Are

Auction Eyes is a trading name of JDF Solutions Ltd.

Auction Eyes provides independent property viewing, access and visual reporting support for auction buyers, investors and property professionals.

This Privacy Policy explains how we collect, use and protect personal data provided through our website, booking forms, enquiry forms, email correspondence and service delivery.

2. What Data We Collect

We may collect the following personal data:

- name;
- email address;
- telephone number;
- property address;
- property listing link;
- auction house, selling agent or property representative details;
- lot number, where applicable;
- viewing or access appointment details;
- auction date or relevant deadline;
- client-requested visual checks or brief;
- information provided through our contact forms, booking forms or email;
- payment, invoice and transaction information;
- photographs, video and reports created as part of the requested service;
- website usage data, where cookies or analytics tools are used.

3. Why We Collect It

We use your data to:

- respond to enquiries;
- assess whether we can accept a VIEW, CHECK or ACCESS instruction;
- confirm property, viewing and access details;
- deliver the requested property attendance, photography, video and visual reporting service;
- prepare and send reports, photographs, videos and related service documents;
- manage payment, invoicing and business records;
- improve our services and website;
- send occasional updates or insights, only where you have opted in.

4. Legal Basis for Processing

We process personal data under one or more of the following legal bases:

Contract - where we need the information to provide a service you have requested.

Legitimate interest - where we need to respond to an enquiry, manage our business, keep appropriate service records or improve our services.

Consent - where you opt in to receive updates or where consent is required for non-essential cookies or similar technologies.

Legal obligation - where we need to keep records for tax, accounting or regulatory purposes.

5. Property Photographs, Video and Reports

Auction Eyes may create photographs, video, notes and reports in relation to a property viewing, check or access appointment.

These materials are created for the client who instructed the service and are used to deliver the requested visual reporting support.

Where appropriate, anonymised or edited images may be used for internal training, service improvement or sample material. We will avoid using images that identify private individuals, personal documents, vehicle registration plates or sensitive personal information.

6. Sharing Your Data

We do not sell your personal data.

We may share limited information where necessary with:

- website, email, hosting or cloud-storage providers;
- payment or accounting providers;
- professional advisers;
- insurers, where relevant;
- service providers who help us deliver or manage the business.

We may also share information where required by law.

7. How We Store and Protect Your Data

Your data is stored using secure systems and is accessible only to JDF Solutions Ltd and any authorised support staff or service providers who need access for business purposes.

We take reasonable steps to protect personal data from unauthorised access, loss, misuse or disclosure.

8. How Long We Keep Your Data

We retain your data for up to We retain enquiry and service data for as long as reasonably necessary to respond to enquiries, deliver services, keep business records and deal with any follow-up questions or disputes.

Accounting, payment and invoice records may be kept for longer where required for tax or legal purposes.

You may request deletion sooner, subject to any legal or legitimate business reason for retaining the information.

9. Your Rights

You have the right to:

- access your personal data;
- correct or update your personal data;
- request deletion of your personal data;
- object to certain processing;
- restrict certain processing;
- withdraw consent where processing is based on consent;
- complain to the Information Commissioner's Office if you are unhappy with how your data is handled.

To exercise your rights, email us at: **hello@auctioneyes.co.uk**

10. Cookies

Our website may use cookies or similar technologies. For more information, please see our Cookie Policy.

11. Changes to This Policy

We may update this policy from time to time. The latest version will always be available on our website.

12. Contact

For questions about this Privacy Policy or how your data is used, email: hello@auctioneyes.co.uk