



## What is GDPR?

The European General Data Protection Regulation (GDPR), is a new piece of legislation which amends the existing Data Protection Act 1998, changing the law around how organisations can process the personal information of customers. It comes into force on 25 May 2018.

Any company that processes personal data must comply with the new legislation. Personal data is defined as any data relating to an identified or identifiable person.

As with existing data protection laws, real estate agents will need to ensure their own compliance.

## What ZPG is doing

We're implementing a group-wide compliance programme to ensure all ZPG business areas are fully compliant by the 25 May 2018 deadline.

In particular, we're focusing on:

- Ensuring we can respond to requests from individuals to exercise their rights (of subject access, erasure and portability)
- Reviewing and updating the consents we obtain from consumers, including consent to receive email marketing and consent to send lead and valuation requests
- Updating our property software products to ensure they provide the functionality to enable real estate agents to comply with the GDPR when processing personal data using our software platforms

## For further information and advice

ZPG is not able to offer individual legal advice to any property professionals, and we recommend all agency partners seek their own legal advice to ensure full GDPR compliance.

For further advice on how to prepare for GDPR, and what's required, you can visit the ICO (UK data protection regulator) website. The ICO also has a helpline for small businesses to call with specific questions about preparing for the GDPR.



**ICO website**  
[www.ico.org.uk](http://www.ico.org.uk)



**ICO helpline**  
0303 123 1113