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TRUST OVER TACTICS

EMBEDDING PRIVACY INTO EVERYDAY PROPERTY MANAGEMENT

This presentation is for general informational purposes only and does not constitute legal, tax, or financial advice. Always consult with a qualified professional for specific advice tailored to your situation.



The Double Standard of Data Care

Treasure vs Trash





We are in a Trust Recession

You are not just a landlord or property manager, you are also a data custodian - and your clients are watching how you handle their trust.



IPPs are the Map. Guidance is the Compass.

IPP1: Collection
IPP3: Transparency
IPP5: Storage and Security
IPP9: Retention
IPP11: Disclosure



Data Governance

The Privacy-To-Profit Pipeline





Data Governance is How You Operationalise Privacy

Collect | Store | Use | Share | Delete

Breaching by Habits

"Just in Case" storage
Casual email forwarding
Shared devices and auto sync chaos
The "it's in Dropbox" Syndrome
Insufficient disclosure
Forgetting to delete
Circulating 'bad tenant' details
360 cameras

Principles Are Abstract

Until You Map Them to Actions

Compliance is One Thing

But Really, Your Clients Care About Their
Dignity





You Only Get To Make One Impression

Your privacy habits reflect your wider professionalism.
And people talk.

Small Steps Make the Biggest Difference

1. Create a data map
2. Set retention rules
3. Develop a deletion policy
4. Use role-based access
5. Provide privacy statement to clients





How You Handle Someone's Data Tells Them Everything They Need To Know About How You Handle Their Tenancy

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