HomeSight Studios Privacy Notice for Clients

HomeSight Studios | Managed Dynamic Pricing

Last updated: 07/11/2026

This Privacy Notice explains how JRM Creative Ltd, trading as HomeSight Studios, uses personal information when you contact us, become a client, or use our managed dynamic-pricing service.

1. Who we are

JRM Creative Ltd, company number 11421364, trading as HomeSight Studios ("HomeSight Studios", "we", "us" or "our"), is responsible for deciding how personal information about our clients and business contacts is used.

Contact details

JRM Creative Ltd
1E Roydon Road
Diss, Norfolk IP22 4LN
Email: homesightstudios@gmail.com
Telephone: 07889 824835

2. Personal information we use

2.1 Depending on your dealings with us and the service you select, we may use:

- your name, business name, contact details and role;
- Property addresses, listing identifiers, booking-platform details, availability information and pricing objectives associated with you or your business;
- payment status, transaction references, invoices and related records, where these are held by HomeSight Studios;
- communications and instructions you send us;
- information about the setup or status of authorized connections to PriceLabs; and
- Booking information received from PriceLabs through its Bookings API for the Client's Properties. This includes reservation IDs and related basic booking details, such as dates, rates and length of stay. A reservation ID may be linkable to a guest when combined with information held separately by the Client or a booking platform.
- Wix Member ID and HSS Customer ID information linked in our CMS to check membership and authorisation for each Optional Calendar refresh, together with connection details recorded for those refreshes.

2.2 We do not receive guest names or contact details directly from the booking platforms. We do not ask you to send us payment-card security codes or account passwords.

3. How we use information for managed pricing

3.1 We hold limited information about our clients and their Properties to administer the client relationship and provide the agreed service.

3.2 For managed pricing, we connect the Client-authorised accounts to PriceLabs and receive booking information through the PriceLabs Bookings API. PriceLabs has told us that the feed used for this service contains reservation IDs and basic booking details, such as booking or stay dates, rates and length of stay. It does not include guest names or contact details.

A reservation ID may still be linkable to a guest when combined with information held separately by the Client or a booking platform. We therefore treat booking information as Personal Data where it relates to an identifiable individual.

3.3 Optional Calendar. The Client may manually refresh its own Excel workbook. The HomeSight Studios website checks that the user is authorised to use the feed, then retrieves booking information from PriceLabs for the Client's listed Property or Properties and passes it to the workbook, which is stored on the Client's computer.

3.4 The PriceLabs feed does not include guest names or contact details, but a reservation ID may be linkable to a guest. The Client may add information, including guest names, to its own workbook. HomeSight Studios does not ordinarily access the Client's workbook or those additions. If the Client sends us a copy for testing or support, we use it only for that purpose and handle any personal data in accordance with the applicable Data Processing Terms.

3.5 We use booking information to configure, operate and support the managed-pricing service and, where selected, the Optional Calendar. We use PriceLabs under the PriceLabs account held by JRM Creative Ltd, trading as HomeSight Studios. PriceLabs' processing in providing its service is described in the terms and Privacy Policy applicable to that account. If we provide booking information or pricing recommendations to a Client, they relate only to that Client's Properties.

4. Our legal grounds for using information

4.1 The following legal grounds apply to personal information about Clients and business contacts that HomeSight Studios uses to administer its own client relationships:

a) **Contract**: where the information is needed to take steps requested by an individual before entering into an agreement with us, or to perform an agreement with that individual.
b) **Legitimate interests:** where we need to manage our business relationship with a Client or its contact, maintain business records, communicate about the service, or handle queries and disputes. We consider the effect on the individual's rights and use this ground only where our interests are not overridden.
c) **Legal obligation:** where we need to use or retain information to comply with a legal obligation.

4.2 For booking information that may relate to guests, the parties' data-protection roles and processing instructions will be set out in the applicable data-processing terms. Where the Client is the controller and HomeSight Studios processes that information on the Client's behalf, the Client is responsible for identifying and communicating the applicable legal basis. HomeSight Studios will process the information in accordance with the Client's documented instructions.

5. Guest and reservation information

5.1 In this section, "Client" means the property owner or business that has contracted with HomeSight Studios. A guest is a separate individual associated with a reservation.

5.2 Reservation IDs and related booking information received through PriceLabs may be linkable to an individual guest when combined with information held by PriceLabs or a booking platform. We use this information only to provide and support the managed-pricing service for the Client.

5.3 The parties' data-protection roles, processing instructions and responsibilities for this booking information will be set out in the applicable data-processing terms. The Client is responsible for providing any privacy information required to guests about the use of their booking information for the managed-pricing service. HomeSight Studios will provide the Client with accurate information about its processing to support this.

5.4 The PriceLabs feed used for the Optional Calendar does not provide guest names or contact details. A Client may add such information to its own workbook. HomeSight Studios does not ordinarily receive or access those additions; if a Client sends us a copy for support, we use it only to investigate or resolve that request and handle any personal data in accordance with the applicable Data Processing Terms.

6. Who we share information with

6.1 **PriceLabs and booking platforms.** We use PriceLabs, a third-party pricing tool, through the PriceLabs account held by JRM Creative Ltd, trading as HomeSight Studios. PriceLabs connects to booking platforms authorised for the Client's Properties and provides booking information to HSS through its Bookings API. PriceLabs has told us that the feed used for this service contains reservation IDs and basic booking details, but not guest names or contact details. The Client's service is provided by HSS; PriceLabs' processing under the HSS account is governed by the applicable PriceLabs terms and Privacy Policy. This Notice describes HSS's processing, not PriceLabs' separate processing. Any booking information or pricing recommendations we provide to a Client relate only to that Client's Properties.

6.1.1 **HomeSight Studios website and Wix CMS.** The HomeSight Studios website uses a Wix CMS to receive and store client details submitted through the website, such as [confirm the details collected, for example name, email address, telephone number and enquiry message]. We use these details to manage enquiries and client records. Wix's processing is described in its Privacy Policy, which can be found at: https://www.wix.com/about/privacy.

6.1.2 **Payments.** Payments are handled by Wix Payments. Payment information is processed by Wix Payments under its applicable terms and privacy information. HomeSight Studios uses Wix Payments to collect and administer payments for the service.

6.1.3 We may also disclose information where required by law or in response to a lawful request from a court or public authority.

7. International transfers

7.1 HomeSight Studios does not send booking information directly to Airbnb, Booking.com or other booking platforms. PriceLabs makes the authorized connections to those platforms.

7.2 PriceLabs' current published Privacy Policy states that Personal Data is stored in the United States and may be processed in the United States, European Union, India and other locations. It states that transfers outside the UK and EEA are covered by applicable safeguards, including the European Commission Standard Contractual Clauses and the UK Addendum. PriceLabs' terms and Privacy Policy describe its processing under the HSS account. Wix Payments and the provider hosting the HSS website may also process information in other countries; their own privacy information describes that processing. This Notice describes HSS's processing, not the providers' separate processing.

7.3 For Optional Calendar refreshes, the HSS website acts as an intermediary between the PriceLabs API and the Client's workbook. We record refresh connection details in our CMS to check access, monitor errors and identify unauthorised use. These logs include the Client name and the linked Wix Member ID and HSS Customer ID. They do not contain IP addresses or copies of the JSON booking response.

8. How long we keep information

8.1 We keep personal information only for as long as needed for the purposes described in this Notice. We keep client contact and service records while we provide the service, and may retain relevant records afterwards where needed for accounting, legal or dispute-resolution purposes.

8.2 We review the information we hold and securely delete or anonymise personal information when it is no longer needed. The time we retain particular records depends on the purpose for which they were collected and any applicable legal or accounting requirements.

8.3 We keep Optional Calendar refresh logs for 90 days from creation, then delete them. If particular entries are needed to investigate a security incident or meet a legal requirement, we may keep those entries for as long as necessary for that purpose. We retain the Wix Member ID and HSS Customer ID link only while it is needed to check active membership and feed authorisation, and remove it when it is no longer needed. Archive files older than 30 days are deleted from the Client's own computer; the Client controls retention of its current workbook and any information it has added.

9. Keeping information secure

9.1 We store client details in a Customer Management System(CMS) and on the HomeSight Studios website. We limit access to these records to people who need them to manage the client relationship or provide the service. We take reasonable steps to protect the information in these systems against loss, unauthorized access, alteration or disclosure.

9.2 Access to Calendar refreshes is checked against the HSS website membership and feed authorisation. We limit access to the connection records to people who need them to manage the feed, investigate errors or address security concerns.

10. Your rights

10.1 Depending on the circumstances and applicable law, you may have rights to request access to, correction or deletion of your personal information, to object to or restrict certain processing, or to request data portability. Some rights are subject to legal conditions and exceptions.

10.2 To exercise a right relating to personal information HomeSight Studios holds about you as a Client or business contact, contact us using the details in Section 1. We may need to verify your identity or ask for further information to locate the relevant records.

10.3 If a request concerns booking information that may relate to a guest and that we process on a Client's behalf, we will pass the request to the relevant Client and assist in accordance with the applicable data-processing terms.

11. Complaints

11.1 Please contact us first if you have a concern about how we use your personal information, so we can try to resolve it.

11.2 You may also complain to the Information Commissioner's Office (ICO), the UK data-protection regulator. Information about making a complaint is available at ico.org.uk/make-a-complaint.

12. Changes to this Notice

12.1 We may update this Notice when our services, information practices or legal requirements change. The current version will be made available at www.homesightstudios.co.uk. Where a change materially affects how we use your personal information, we will provide further information where required.