HomeSight Studios Privacy Notice for Clients

HomeSight Studios | Managed Dynamic Pricing

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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.

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

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, as described in Section 3. A reservation ID may be linkable to an individual guest when combined with information held by PriceLabs or a booking platform.

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

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

For managed pricing, we connect the Client's authorized accounts to PriceLabs. PriceLabs connects to the booking platforms authorized by the Client. We receive booking information from PriceLabs through its Bookings API, consisting of:

- reservation ID;
- Property identifiers;
- platform name;
- booking date;
- arrival date;
- departure date;
- number of nights booked;
- revenue; and
- currency.

The reservation ID may be used with information held by PriceLabs or a booking platform to identify a guest. Although we do not receive guest names or contact details directly, we treat the booking information as personal information where it relates to an identifiable individual.

We use the booking information to configure, operate and support the managed-pricing service for the Client. PriceLabs and the relevant Booking Platforms may also process information for their own purposes under their own terms and privacy information. This Notice describes HomeSight Studios' processing; it does not describe those providers' independent processing.

4. Our legal grounds for using information

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

- **Contrac**t: 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.
- **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.
- **Legal obligation:** where we need to use or retain information to comply with a legal obligation.

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

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.

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.

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.

6. Who we share information with

PriceLabs and booking platforms. We use PriceLabs to provide the managed-pricing service. We provide PriceLabs with the Client, Property and listing information needed to set up and operate the service. PriceLabs connects to the booking platforms authorized by the Client and makes limited booking information available to HomeSight Studios through its Bookings API. HomeSight Studios' direct contact with those platforms is limited to setup and authorization; we do not receive booking information directly from Airbnb, Booking.com or other booking platforms. PriceLabs' own processing is described in its terms and privacy information.

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.

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.

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

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

PriceLabs, Wix Payments and the provider hosting the HomeSight Studios website may process information in other countries as part of their services. Their respective terms and privacy notices explain how they handle information. This Notice describes HomeSight Studios' processing and does not describe those providers' separate processing.

8. How long we keep information

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.

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.

9. Keeping information secure

We store client details in a locally held 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.

10. Your rights

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.

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.

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

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

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

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.