



Technical Guidelines & Data Quality Requirements

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1 Property updating timeframes

- We will use reasonable endeavours to ensure that, except where We are manually updating Your Member Data pursuant to Your instructions
 - updates to Your Member Data provided automatically to Us will appear on Our Platforms within 24 hours of receipt; or
 - if You make changes to Your Member Data via RightmoveIntel, within 15 minutes.

2 Provision of RightmoveIntel access

- We will, subject to Your Membership type and upload method, use reasonable endeavours to provide access for You to add, amend or remove Your Member Data using RightmoveIntel 24 hours a day, 7 days a week.

3 Platform availability and performance

- We will use reasonable endeavours to maintain the availability and performance of Our Platforms.

4 Maintaining data integrity

- We will use reasonable endeavours to maintain the integrity of Your Member Data, but we accept no responsibility for checking the accuracy or appropriateness of Your Member Data and have no obligation to edit or review Your Member Data, although We reserve the right to edit, review, suppress or remove Your Member Data if We believe it is inaccurate, inappropriate or in Our opinion contravenes our General Membership Terms and Conditions or any applicable law in any way. If we have to make changes, we will notify You of them within 1 Business Day.

5 Data security

- We will use reasonable endeavours to ensure that Your Member Data is not altered in such a way as to misrepresent any of the information contained in it.

6 Format and specification changes

- We will use reasonable endeavours to notify You of changes to the specification and/or format in which You must provide Your Member Data at least 30 days in advance, except where changes are essential to the proper operation of Our Platforms in which case We will notify You as soon as reasonably practicable.

7 Customer enquiries

- We will use reasonable endeavours to forward all potential customer enquiries generated from Our Platforms to the contact address provided to Us by You for Your Locations as soon as reasonably practical. In the event of Our failure to do so, we will notify You within 2 Business Days of becoming aware of such failure.

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8 Profile page display

- We will, subject to Your Membership type (which is defined in more detail in Our Membership Classification Guidelines) and Our discretion, provide You with a profile page or pages on Our Platforms, the entire content of which shall be subject to Our prior approval. You will comply with the following location or branch naming convention:
 - Where there is a physical location, branch name must accurately reflect the physical location of the location.
 - The branch name field is about the location of the branch, therefore if there is one, the location should be referenced as this is what will help a consumer to understand where it is.
 - Unnecessary wording should be avoided (e.g. using words like *Sales and Lettings* in addition to the branch name.
 - We don't allow branch names that list multiple locations like *Flitwick/Luton/Stevenage/Baldock*. Where is the branch? If it's in Flitwick, the branch name should be *Flitwick*.

Where there are different departments within the business such as New Homes/Commercial/Short Lets etc. these should be set up as a brand within the company with an appropriate branch name, not as a branch with a name that references the service offering.

- E.g. Johnstone & Rankin New Homes, *Norwich...* Not Johnstone & Rankin *Norwich New Homes*.

Where there is no physical location, branch name must not misrepresent the nature or location of the business, therefore must say "covering" or similar followed by the town or area.

- E.g. a virtual branch found when looking for agents in Stony Stratford that belongs to Johnstone & Rankin in Milton Keynes should say Johnstone & Rankin *Milton Keynes, covering Stony Stratford*.
- E.g. a hybrid agency with no office premises but covering a specific geography should be called Johnstone & Rankin *Covering Bedford* or Johnstone & Rankin *Covering West Suffolk*.

9 Marketing Your properties

- You warrant that Your Member Data will only include information on unsold/unlet property or land appropriate to Your Membership:
 - Where You or Your Client received the original instruction from a third party at one of Your Locations to sell or let such property or land prior to providing it to Us; or

Where You or Your Client have developed or are developing such property or land at one of Your Locations. For the avoidance of doubt, Your Member Data must not include details of property or land if the original instruction was received, is managed or controlled from somewhere other than one of Your Locations or that You are not properly authorised to market or that is not freely available for sale or let.

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10 Use of property images

- You warrant that where You provide images to be shown with the property or land You or Your Client are marketing:
 - such images are only of the property or land being offered, the occupier lifestyle, immediate locale and may in no way be deemed misleading to the offer; and
 - You have permission to use such images (including but not limited to the copyright in such images).
 - Your advert does not contain any photographs or static or animated images by which any living person can be identified.

11 Providing Your Data to Us

- You will provide Your Member Data to Us in accordance with any specifications and/or in the format that We specify and in such a way as not to:
 - interfere with the operation or functionality of Our Platforms;
 - compromise Our Users' experience;
 - have a detrimental effect on the quality of Our Platforms; or
 - disadvantage Us over other advertising property portals.

12 Provision of contact email and telephone details to Us

- You will provide Us with a valid working email address and telephone number for each of Your Locations and will immediately advise Us of any changes or technical problems that would prevent Your Locations receiving emails or calls.

13 Your use of personal User Data supplied by Us

- You warrant that You will comply with all reasonable requests and preferences expressed by Our Users, will comply fully with Your obligations under Data Protection Law with respect to personal data We send or make available to You and will not make any personal data available to third parties without explicit consent.

14 Branch advertising integrity

- You warrant that Your Member Data and display adverts:
 - where they include details of Your commission or fees, describe these items in accordance with CAP Codes and TPO Code of Practice; and
 - do not include specific comparisons with third parties.

15 Property advertising integrity

- You warrant that You own or have consent/permission to use all data that comprises Your Member Data and that Your Member Data:
 - is accurate, appropriate, relevant, complete and may not be deemed misleading;
 - is of a professional and inoffensive nature;
 - is to the best of Your knowledge free from known Viruses, disabling programs and devices;
 - does not breach any obligations of confidentiality or privacy;
 - is not being displayed against the wishes of the person, firm or corporate entity from whom You or Your Client acquired it;
 - does not include details of Your commission, fees (except tenant and buyer fees), specific comparisons with third parties who We perceive to be competitors of You or Your Client; and

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- any links or references to any website or any other information that is specifically excluded that We deem to be inappropriate to Your Membership.
- You warrant that a valid document of Instruction or Memorandum of Sale will be supplied upon Our request; should We require confirmation to the advertising situation of a property listing on Your Branch.

16 Updating of Your property advertising

- You will use reasonable endeavours to update Your Member Data to ensure that it is and remains correct and accurate including but not limited to any alterations to:
 - prices;
 - availability; and
 - the display of any of Your Member Data.
- Where there is a material change or update of Member Data, you will ensure Your Member Data is amended accordingly within 1 Business Day.

17 When a property listing has an interested buyer/tenant

- Should a property become unavailable due to a change in the properties status You will ensure that the status of the property is changed from "Available" to the correct corresponding property status of either:
 - Sold subject to contract (SSTC);
 - Sold subject to concluded missives (SSTCM Scotland only);
 - Under offer;
 - Reserved; or
 - Let Agreed.
- In the event that the property sale has exchanged, completed or the property is tenanted You will ensure the removal of the property from Our Platforms.
- You warrant that each property which forms part of Your Member Data will not exceed the permitted time that it may remain in a particular property status, other than "Available". Further details of when property statuses should be updated are set out in paragraph 18 and the Data Quality requirements table below.

18 The length of time a property may be advertised as having an interested buyer/tenant

- Your sales properties may remain with the following property status for a period of no longer than 6 months:
 - SSTC;
 - SSTCM (Scotland only);
 - Under offer;
 - Reserved.
- Your lettings properties may remain with a Let Agreed property status for a period of time no longer than 6 weeks.

19 Reselling of Rightmove services

- You warrant that You will not without Our written permission directly or, in Our opinion indirectly, sell or provide access to the services and features of Your Membership to third parties.

20 Use of links to external websites

- We retain the right to edit, suppress, remove or amend any links or similar to third party sites, documents or associated data if, in Our opinion, the operation of such links will

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adversely affect in any way the performance of Our Platforms or the User experience of using Our Platforms.

21 Definitions in these Technical Guidelines

- Defined terms in these Technical Guidelines shall have the meaning given to them in the General Membership Terms and Conditions unless stated otherwise.

Data Quality

Most common issues with property advertising

Misuse of Media	
Property Images	
The use of a logo or other image that is not relevant to the property	Supply Your properties clearly to show them at their best and achieve maximum results. We request that photos are not adapted in any way and that they provide home hunters with the real vision of the property. You must ensure that all images are specific to the property being advertised.
The use of borders, banners and corner flashes on images	
The unclear use of lifestyle images on property listings	We advise caution and sensibility when using lifestyle imagery. Where used, lifestyle imagery must be accompanied with a caption to denote they are "Lifestyle images" or similar. The use of lifestyle imagery must not be deemed misleading to the offer of the property listing.
The use of composite images (image within an image)	Draw home hunters to Your properties by providing clear and stimulating images. Ensure that each image area of the gallery has one single image provided.
The use of a watermark that does not conform to Our criteria	To make sure Your images are presented clearly if watermarked, We suggest using only plain, translucent text (no images or logos), no larger than one-third of the overall image size. Text should be white (for images) or grayscale (for floorplans) and centered in the middle of the image.
Media links & Videos	
The use of links specifically for floorplans, brochures or virtual tours	Providing consistency creates a positive User viewing experience, which is why We standardise the functions of the Website. We ask that all links provide relevant, expected content and do not display direct or third party advertising. We also ask that links must go through to a contained area and do not purposefully drive Users through to other properties and or other services.

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<p>The use of non-property specific content in videos</p>	<p>By interrupting the experience of a User, it may prevent them sending a valuable lead. This is why We ask that all videos displayed within the full details of property listings contain only property specific content and that they do not carry direct or third party advertising.</p> <p>It is also important that You know where Your leads are being generated from and that We are providing You with value, which is why We ask that You do not include contact details or lead request forms.</p>
<h3>Misuse of Properties Descriptive Text</h3>	
<p>Summary and details pages</p>	
<p>The display of any fee or cost within the property details section</p>	<p>Intrigue home hunters with great descriptive details, specific to the property that will be valuable towards its success and set You apart from the rest. Apart from tenancy fees or buyers fees, We do not allow for the display of vendor fees or commission information to be included in property listings, or property details of microsites.</p>
<p>The promotion of any business or service that are not specific to the property</p> <p>The use of misleading or inaccurate statements within the property details section</p> <p>_____</p>	<p>Sell or rent Your properties with fantastic details, and really describe the property to its best. We ask that the text and images (static or animated) used on a property listing are specific or unique to the property being advertised, within the interest of their vendor and in line with advertising best practice, regulations and guidance.</p>
<p>The display of Your own website address within the property details section</p> <p>The use of telephone numbers or email addresses in the summary & description</p> <p>_____</p>	<p>To ensure that You know where You are getting the best value from Your advertising and clarity over the generation of Your leads We ask that contact details, inc: web addresses, phone and email details are not included in Your property descriptions. We use reasonable endeavours to ensure that all of Your property listings are displayed with clear branding and contact details that allow home hunters to contact You about the properties they are interested in.</p>

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<p>Use of language such as "SOLD BY" or "ANOTHER SOLD BY"</p>	<p>When searching for properties, home hunters tell Us they want to see those properties that are available. We ask that property listings are used to best present the available property and not as a way to present past success, as this interferes with the User's experience in searching for a home and may deter them in selecting Your properties.</p>
<p>Use of status text such as SSTC, Under Offer or Let Agreed, where this does not match the status on a listing.</p>	<p>Ensuring Your property listings appear in the correct search is important, it means that We get the properties in front of the right audience. It is for this reason that we ask that You ensure Your properties are supplied with the correct status and that any text in the property listing that displays a status of unavailability is matched with the status that the property is provided with.</p>
<p>Providing an incorrect address to advertise a property</p>	<p>Having Your properties appear in the correct location with the correct address is important to home hunters in understanding where the property is. It is why We ask that the correct property address and postcode is used at all times. In the instance where the property is a new build and the postcode has not yet been designated, the original postcode for the development or a nearby postcode may be used.</p>
<p>The use of free text within the property address field</p>	<p>Provide home hunters with the detail of where a property is in Our display address field. It is a free text field that gives You the freedom to display the location of the property on Your listing as You and Your Client require. We ask that You only use the display address field for the locality of the property as is the expected experience for home hunters.</p>

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Displaying incorrect property statuses	
<p>The required updating of properties that are Let Agreed or SSTC</p>	<p>Home hunters tell Us that the viewing of properties that they believe are 'Available' and later find out are either 'Let Agreed' or 'SSTC' is a big frustration to them. We ask that You give Your prospective customers the clear position of a property and flag Your listings accordingly.</p> <ul style="list-style-type: none"> • Sales - We ask that a property is flagged as SSTC from point of acceptance of an offer to the point of completion. • Lettings – We ask that a property is flagged Let Agreed from the point of acceptance to the point of being tenanted. <p>The accuracy of listings displayed in the search is important to the experience of home hunters. We will, where identified, remove properties We believe have been advertised within a status over an excessive period of time and/or after the expiry of the time periods for the application of a property status set out in paragraph 18 above.</p> <p>The status of a property can be deemed by home hunters as a signifier of success of the advertiser. For this reason, We ask that only the advertising agent who has achieved the successful SSTC/Let Agreed status of property should be advertising the property listing as SSTC/Let Agreed. The other advertiser/s may:</p> <ul style="list-style-type: none"> • Continue to advertise the property listing as available if You are still accepting new offers. • If offers are no longer being accepted, We request that the property listing is removed from the market.
<p>The required removal of properties that have been let or sold</p>	<p>It's important that We protect how Your potential customers perceive Your business; home hunters tell Us that the display of property listings that are no longer available is by far their number one frustration to their experience of searching for a home.</p> <p>We do identify and remove properties We detect as being completed using Land Registry and Registers of Scotland data, however it is the responsibility of all agents that their property stock is kept updated in accordance with paragraphs 16, 17 and 18 above and Sold or Let property listings are removed upon completion.</p>

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Misuse of email alerts and added in functionality	
<p>The active reloading of properties that are already being advertised</p>	<p>Any innocent or deliberate action which results in the reloading of properties to Rightmove may impact home hunters, other advertisers and Your business. For example:</p> <ul style="list-style-type: none"> • If properties appear on Our Platforms as new, when they are not this: <ul style="list-style-type: none"> ○ <i>Affects your brand perception with home hunters</i> • If details of properties are sent out again on email alerts this: <ul style="list-style-type: none"> ○ <i>Affects your brand perception with home hunters</i> • Inflating/disrupting market share reporting <ul style="list-style-type: none"> ○ <i>Affects Your use of the market share reporting product and other advertisers use of the market share reporting product.</i> <p>All of these actions may be deemed misleading as confirmed in the guidance from National Trading Standards Estate Agency Team (NTSEAT).</p> <p>As the reloading of properties effects Our Platforms, We will take any necessary action where We have reason to believe that properties have been repeatedly reloaded, either innocently or deliberately. All advertisers providing data to Rightmove are responsible for ensuring that the provision of their data will not have a detrimental effect on the quality or the functionality of Our Platforms and are required to comply with the data obligations set out in paragraph 18 above.</p>
Location and listing of properties	
<p>The multiple listing of the same property by one or more branches</p>	<p>We will only accept one unique listing for a property from one of Your Locations even if 2 or more offices are contracted to sell or let. Please note this applies even when branches belong to different franchises under the same company branding. Please see Our Geographical Advertising Guidelines and Membership Classification Guidelines regarding multiple listings.</p>
Logos	
<p>The use of any logo that is not Your specific company trading logo</p>	<p>We request that the logo supplied to Rightmove for use must be the official trademark of the business, with no variations in wording and additional text.</p>

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Profile page	
The use of bold claims and statements on your office profile page	We ask that all claims that have a higher value or advantage over other advertisers are suitably evidenced and disclaimed in line with advertising best practice, regulations, and guidance.
The display of any fees or costs on Your office profile page	Profile pages are the ideal location to promote Your business, history, ethics, successes and service levels. Fees, rates or charges may be displayed in the profile page section within the text description. We simply ask that You ensure that all descriptive data is displayed in accordance with advertising best practices, regulations, and guidance.
The use of website addresses on Your office profile page	A safe and consistent site is important to the experience of Users of the Website; it is why We ask that You ensure that external links to other websites are not included in the profile page.
The use of phone numbers that are not registered with Your company on Your office profile page	It is really important to Us that Our advertising customers get the best value from Our Website and that Users of our Website have a great experience and are safe. It is for this reason that We ask that only the phone number for the services that You advertise with Us are used and registered to the advertised Location.
The use of any image We deem to be inappropriate for the office profile page	With the profile page being Your place to shout about Your business this would seem unlikely to be an issue. We simply ask that the imagery You use is: <ul style="list-style-type: none"> • A branch photo (internal/external) • The business logo • Or images related to your brand <p>We do ask that no images contain offers, services or fees.</p>
The promotion of Our competitors' websites or names on Your office profile page	The profile page is a place to advertise Your business. We therefore ask that You do not mention or display details of businesses We deem to be competitors of Rightmove on Our Platforms.

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<p>The use of an office address that is not relevant or registered under Your company name</p>	<p>We provide You with a location on the profile page to tell prospective customers how they may contact You and also Your location, so they can come and see You. It is therefore vital that You ensure that the address advertised on Rightmove is relevant and registered under Your company name. We know that some advertising agents do not wish to advertise their office address; where this is the case We may remove the map functionality and change the wording in the address shown upon Your request.</p>
<p>Property Types</p>	
<p>Displaying a property as a new home</p>	<p>It's really important that We get Your properties in the right search in front of the right people. It is for this reason that We ask that only properties that have been newly built (i.e. have never been lived in) or that have had a change of use are advertised as a 'NEW HOME'.</p> <p>For the same reasons as set out above, We ask that all properties newly built (i.e. have never been lived in) or that have had a change of use are clearly defined as a 'NEW HOME' using the 'New Home' flag.</p>
<p>The representation of any text or price that we deem to be misleading to users of the site</p>	<p>Giving a prospective customer the full view of the offer is important, that's why We ask that where a price displayed on a property listing forms part of a discount that the detail/breakdown of the price & discount is clearly presented within the summary and description of the property listing. This includes (but not limited to) 'Rent to Buy', 'Shared Ownership', and similar schemes.</p>
<p>The display of non-UK based properties in a UK search</p>	<p>If You have a property located outside of the UK that You wish to advertise, You should contact Our Overseas team. As the display of properties located outside the UK in a UK property search simply puts the property in front of the wrong audience and disrupts the home hunting experience, We ask that non-UK properties are removed.</p>