

# **Rightmove Overseas Technical Guidelines**

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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 property 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 maintain the integrity of Your Member Data, but we accept no responsibility for checking the accuracy 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 working 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 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 forward all potential customer enquiries; generated from Our Platforms to the contact details We have for Your locations as soon as reasonably

practical. In the event of Our failure to do so, We will notify You within 2 working days of becoming aware of such failure.

## 8. Profile display page

- We will, subject to Your Membership type and Our discretion, provide You with a profile page or pages on Our Platforms, the entire content of which shall be subject to Our approval.

## 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; and
  - In the event that the property sale has completed or is tenanted you will ensure the removal of the property from Our Platforms.

## 10. Use of property images

- Warrant that where You provide images (static or animated media) 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 and immediate locale; and
  - Such images have the necessary copyright for You to use them. Your Advert does not contain any photographs, static or animated images by which any living person can be identified.

## 11. Providing Your Member Data to Us

- Will provide Your Member Data to Us in accordance with any specification and/or in the format that We specify and in such a way as not to:
  - interfere with the operation of Our Platforms;
  - compromise Our Users experience or;
  - have a detrimental effect on the functionality and quality of Our Platforms.
  - 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 (If any of Your nominated contact methods are not capable of receiving Our messages, We will not be liable for any lost business).

## 13. Your use of personal user data supplied from Us

- 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 available any personal data to third parties without explicit consent.

## 14. Property advertising integrity

- Warrant that You have a good title to Your Member Data and that Your Member Data:
  - is accurate, relevant, complete and may not be deemed misleading;
  - is of professional and inoffensive nature;
  - is to the best of Your knowledge free from known viruses, disabling programs and devices;
  - is not in breach of any obligations of confidentiality or privacy;
  - is not being displayed against the wishes of 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
  - any links or references to any websites or any other information that is specifically excluded that We deem to be inappropriate to Your Membership.

## 15. Updating of your property advertising

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

## 16. 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);
  - Under offer; or
  - Reserved
  - Let agreed
- In the event that the property sale has exchanged, completed or is tenanted you will ensure the removal of the property from Our Platforms.
- You warrant that Your Member Data will not exceed the permitted time that they may remain in a particular property status, other than "Available".
- Further details of when property statuses should be updated are set out in paragraph 17 and the Data Quality requirements table below.

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

- Sales properties may remain with the following property status for a period of no longer than 6 months:
  - SSTC;
  - Under offer;
  - Reserved.
- Lettings properties may remain with the following property status for a period of time no longer than 6 weeks:
  - Let agreed

## 18. Reselling of Rightmove services

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

## 19. 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 adversely affect in any way the performance of Our Platforms or the user experience of using Our Platforms.

## 20. Data quality requirements

### 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. Ensure all images are specific to the property being advertised.
The use of borders, banners and corner flashes on images	
The unclear use of lifestyle and corner flashes on images	We advise caution and sensibility when using lifestyle imagery. When used, lifestyle imagery must be accompanied with a caption to denote they are "lifestyle images" or similar. The use of lifestyle imagery cannot be deemed misleading to the offer of the property.
The use of composite images (image within an image)	One single image is allowed within each image area provided
The use of a watermark that does not confirm to our criteria	Watermarks should be plain text (no images or logos), translucent and not larger than one-third of the overall image size. Text should be white (for images) or grayscale (for floorplans) and centred in the middle of the image.
Media links & Videos	
The use of media specifically for floorplans, brochures or virtual tours	All media must provide relevant content and must not carry direct or third party advertising. Any links must go through to a contained area and do not purposefully drive users through to other properties and or other services.
The use of non-property specific content in videos	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 they do not carry direct or third party advertising.  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.
Misuse of Properties Descriptive Text	
Summary and details pages	

The display of any fee or cost within the property details section	Apart from tenant fees, as per the recent Advertising Standards Authority ruling, no agency fees or your commission information should be included in property listings, microsites or profile pages.
Promoting a third party business within your advert	Text and images (static or animated) can only be used if specific or unique to the property being advertised, and within interest of the vendor
The use of misleading or inaccurate statements within the property details section	
The display of your own website address within the summary details section	Contact details of advertisers are provided automatically on property listings, and additional contact details should not be included in the property descriptions.
The use of telephone numbers or email addresses in the summary & description	
Use of language such as "SOLD BY" or "ANOTHER SOLD BY"	We do not provide a place to advertise sold properties and these should be removed from the site.
Use of status text such as STC or Under Offer which does not match the corner flash on a listing.	Status text which marks a property as unavailable should match the status the property is provided with on site.
Providing an incorrect or deceiving address to advertise a property	Having your properties appear in the correct location is important to home hunters in understanding where the property is. It is why we ask that the correct property location is used at all times. In the instance where the town / area is not available within our gazetteer, we would ask you to map the property to the nearest location available.
The use of free text within the property address field	The location field represents the property address only and no other text is allowed.
<b>Displaying incorrect property statuses</b>	
The required updating of properties that are Let Agreed or SSTC	Properties should be marked SSTC from point of acceptance to the point of completion. Properties should be marked as Let Agreed from the point of acceptance to the point of being Let. We reserve the right to request to remove ourselves any properties we believe have been advertised within a status over an excessive period of time.
The required removal of property that have been let or sold	We do not provide an area to list Sold or Let property and therefore these listings should be removed from the site and no longer advertised.
<b>Misuse of email alerts and added in functionality</b>	
The active reloading of property that are already being advertised	We reserve the right to take action where we have reason to believe that properties have purposefully been reloaded, received new or poor data feed data. Advertisers are responsible for providing correct data including liability for their chosen data feed providers.



Location and listing of properties	
The multiple listing of the same property by one or more branches	We will only accept one unique listing from a property from one of your locations even if both offices are contracted to sell or let. Please note this applies even when branches belong to different franchises under the same company branding.
Logos	
The use of any logo that is not your specific company trading logo	Logo supplied to us for use must be official trademark of the business. Variations in wording and additional text are not allowed.
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 provided to enable advertisers to promote their history, ethics, successes and service levels. We do not allow the display of text relating to fees, rates or charges.
The use of website address on your office profile page	We provide members with a platform that includes unlimited text and images and believe it is to the detriment to the site and its users to allow opportunity for external links to other sites.
The use of phone numbers that are not registered with your company on your office profile page	We allow one phone number of each service you advertise with us. Phone numbers must be registered to the location advertised.
The use of any image we deem to be inappropriate for the office profile page	We provide an area on the office profile page that allows you to best present your branch. This includes branch photo (internal/external), business logo or other images related to your brand. These images cannot contain offers, services or fees.
The promotion of our competitor's websites or names on your office profile page	We do not allow the mention of business we believe to be direct competitors to Rightmove on our site.
The use of an office address that is not relevant or registered under your company name	The address advertised on Rightmove must be relevant and registered under the company name.
Property Types	
Displaying a property incorrectly as a new home	Only properties newly built or that have had a change of use can be advertised as a new home.
The representation of any text or price that we deem to be misleading to users of the site	Where the price shown forms part of a discount, this details should be clearly presented within the summary listing. This includes (but is not limited to), Rent to Buy and Shared Ownership.

The display of UK based properties in Overseas searches.	Properties displayed in the Overseas search may not be physically located in the UK search.
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