

## Why is it important to have your own individual domain email addresses?

If your staff log into your RightmovePlus account using a Gmail/Hotmail/Yahoo account, imagine what would happen if they were to leave your estate agency for a competitor? Unless you contact us and ask for the email address to be removed, they will still be able to access your properties and see new listings making it easier for them to target your new instructions. What's more they can see potential leads (which contain consumers' personal data) and your confidential market share reports. Keep your accounts secure by having individual email addresses under your own domain.

## Benefits of having your own domain email address

- Keep your data secure and away from competitors when branch staff leave
- If a data breach were to occur, as a joint data controller, you are responsible for the security and protection of personal data and you may be required to provide the ICO with evidence of:
  - an audit trail of exactly who in your branch accessed your RightmovePlus account and when
  - confirm what security steps you had in place to prevent the sharing of logins and passwords
  - provide evidence of accountability and responsibility for each of your branch staff.
- Provides greater protection to avoid unauthorised access to your RightmovePlus account
- Instils trust and reassurance with vendors, landlords, buyers and tenants
- It's another place to reinforce your brand name.

## How to create your own domain email addresses

### Step 1 – Check that you have a domain name

If you have already have a website, then you already have a domain name.

If you do not have a website, then we would strongly recommend you set one up as many vendors and landlords will check out the agent's own websites when selecting an agent to instruct.

Although we are unable to recommend a website designer or IT firm, a Google Search should give you a few options. We suggest you look at reviews of potential suppliers and check out their work on other companies' websites.

### Step 2 – Contact your domain provider

Speak to your website hosting provider, they will be able to set you up with a domain email address. Many offer this free as part of their website package, however some may charge a small fee. You can often log into your own account and it will give you an option to add an email address.

### Step 3 – Managing multiple mailboxes

We understand you may not want to manage multiple mailboxes at a time. To help make it more manageable you can:

- a) set up a rule to auto forward all your emails from your domain name to your Yahoo, Gmail or Hotmail address.
- b) in your Yahoo, Gmail or Hotmail account, you have options to add another email address.