



**Cornish
Holiday
Cottages**

**Cornish Holiday Cottages
The Square
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The Competition and Market Authority
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Wednesday, 22 January 2025

Dear Sir/Madam

Response to Unfair Commercial Practices Guidance

As an independent and reputable agent, we fully support the principles of transparency and fairness in pricing for the end user. Our commitment is to ensure that customers can make informed decisions without encountering hidden costs, which aligns with best practices and fosters trust in the industry.

However, we would like to highlight a critical concern regarding the handling and visibility of owner data. Under GDPR regulations, the protection of personal and sensitive data is paramount. As independent agencies, the data of property owners is an invaluable asset, cultivated through trust and professional relationships.

Any requirement for broad visibility of owner data beyond the scope of specifically agreed-upon data-sharing partners would not only undermine this trust but could also constitute a breach of GDPR rules. We strongly advocate for strict controls and adherence to data privacy laws to ensure that owner data remains secure, confidential, and accessible only to authorized parties.

We urge all stakeholders to prioritize transparency in pricing while equally safeguarding sensitive data, recognizing these as essential pillars of fairness and ethical practice in our sector.

Yours sincerely

[Redacted signature]

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