To: **The Rt Hon Matthew Pennycook MP**
Minister for Housing and Planning
2 Marsham Street
London
SW1P 4DF

THIS IS AN OPEN LETTER

13th September 2026

Subject: **Privacy of landlord personal data in PRS database**

Dear Minister Pennycook,

We seek assurance and clarification from the Minister covering:

- That prior to the commencement date of 15.12.2026 for registrations of private rental properties, a '*privacy statement*' will be published with sufficient clarity for those affected to understand which data elements specifically are regarded by MHCLG as personal data to which data protection legislation applies.

- Whether MHCLG consider all the following elements[1] to be personal data:
  - Name
  - Date of birth
  - Email address
  - Telephone number
  - Residential address
  - Correspondence address

- In the case that any of the above are not regarded to be personal information, the rationale for that position.

For clarity, our concerns extend to data captured in relation to organisations. The fact that many small rental businesses operate through a limited company structure does not mean that separate business contact details exist. In practice, the only telephone number or contact information available is often that of the principal shareholder or director personally, making the distinction between organisational and individual data largely artificial.

We are particularly concerned given that the *privacy notice*[2] published by MHCLG for the user research pilot omitted reference to some personal data fields, specifically *date of birth, address* and *telephone number* which participants have indicated were collected. In almost any other context, these fields would clearly be regarded as personal data.

The Minister will undoubtedly be aware of the significant concern across the private rented sector regarding how landlords' personal information will be protected. There seems to be a lack of appreciation that vast numbers of landlords are ordinary individuals. Many are women and retirees, single-property landlords with legitimate vulnerabilities of their own. The fact that a person provides rental housing does not diminish their fundamental right to privacy.

VOLA considers it deeply regrettable that MHCLG has not acted sooner to provide clear assurances and safeguards. As a result, a substantial number of landlords are experiencing serious anxiety about the prospect of their personal information potentially becoming publicly accessible. That is, there is now a widespread genuine concern that publication or misuse of personal data collected for PRS database purposes may expose individuals to fraud, identity theft, harassment, stalking, intimidation, and abusive marketing practices. Furthermore, landlords can occasionally become the focus of sustained campaigns of harassment and abuse[3] when their personal data gets in the wrong hands.

Given the proximity of the implementation date, we urge the Minister to review this as a matter of urgency, with the aim of providing absolute clarity that effective protections are in place before the data collection commences.

Please note that it is expected that the reply to this letter will be published.

Yours sincerely,

(signed electronically)

Charlie Baker

Chair, Voice Of Landlord Associations (VOLA)* (*contact details provided in the covering email)*

1 The subset of data elements set out in: https://housinghub.campaign.gov.uk/renting-is-changing/get-ready-to-register/ that VOLA expect many landlords owning rental property privately will regard as personal.

2 https://www.gov.uk/government/publications/private-rented-sector-database-privacy-notice/private-rented-sector-database-privacy-notice

3 https://www.landlordzone.co.uk/news/breaking-landlord-wins-100000-damages-following-harassment-from-tenant-union-acorn

* Voice Of Landlord Associations (VOLA) provides a collegiate forum for associations of professional landlords to exchange knowledge and ideas on common issues and policy (www.thevola.org).