



CLEAN

Privacy Policy

Effective Date: June 2021

privacy@cleanuk.uk

1. Introduction

CLEAN UK (“CLEAN”, “we”, “our”, or “us”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you interact with our services, website, or contact us directly.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Please read this policy carefully. If you have any questions, contact us at privacy@cleanuk.uk.

2. Who We Are

CLEAN UK is the data controller responsible for your personal data. Our details are:

Company name:	CLEAN UK
Email:	privacy@cleanuk.uk
Registered in:	United Kingdom

3. Data We Collect

We may collect and process the following categories of personal data:

Identity & Contact Data

- Full name and title
- Email address and telephone number
- Postal address and billing address
- Business name and job title (for commercial clients)

Service & Transaction Data

- Details of services requested or provided
- Payment information (processed securely via third-party providers)
- Service history and booking records
- Property or site access details relevant to service delivery

Technical & Usage Data

- IP address and browser type
- Pages visited on our website and time spent
- Device and operating system information
- Cookies and similar tracking technologies (see Section 9)

Communications Data

- Enquiries and correspondence sent to us
- Feedback, complaints, and survey responses

- Marketing preferences
-

4. How We Collect Your Data

We collect personal data through the following means:

- Directly from you when you contact us, request a quote, or book a service
 - Via our website, including online forms and the use of cookies
 - From third-party referral partners or business directories
 - Through social media platforms if you interact with our accounts
 - CCTV or on-site records where relevant to service delivery and safety
-

5. Lawful Basis for Processing

Under the UK GDPR, we rely on the following lawful bases to process your personal data:

Lawful Basis	When We Use It
Contract	To provide our cleaning services and fulfil your bookings
Legal Obligation	To comply with regulatory, tax, and employment law requirements
Legitimate Interests	To improve our services, prevent fraud, and manage our business
Consent	For direct marketing emails and non-essential cookies

6. How We Use Your Data

We use your personal data to:

- Deliver, manage, and improve our cleaning services
 - Communicate with you about bookings, queries, and complaints
 - Process payments and maintain accurate financial records
 - Comply with health, safety, and employment regulations
 - Send marketing communications where you have given consent (you may opt out at any time by emailing privacy@cleanuk.uk)
 - Analyse website usage to improve our online presence
 - Investigate and resolve disputes or enforce our contractual rights
-

7. Sharing Your Data

We do not sell your personal data. We may share it with:

- Service partners and subcontractors who assist in delivering our services, under strict confidentiality agreements
- Payment processors and financial institutions, solely to handle transactions

- HMRC, regulatory bodies, or law enforcement where legally required
- Professional advisers such as solicitors, accountants, and insurers
- IT service providers who host or maintain our systems (data processing agreements in place)

Where we transfer data outside the UK, we ensure appropriate safeguards are in place in accordance with UK GDPR requirements.

8. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, and reporting requirements.

Data Type	Retention Period
Customer & service records	6 years (UK HMRC requirement)
Employee & HR records	6 years after employment ends
Marketing preferences	Until consent is withdrawn
Website analytics	Up to 26 months
CCTV footage	Up to 31 days unless required for investigation
Complaint records	3 years from resolution

9. Cookies

Our website uses cookies to distinguish you from other users and to improve your experience. Cookies are small text files placed on your device. We use:

- **Strictly necessary cookies** – essential for the website to function
- **Analytical/performance cookies** – help us understand how visitors use our site (e.g. Google Analytics)
- **Marketing cookies** – used to show relevant advertisements (only with your consent)

You can manage cookie preferences through your browser settings or our cookie consent tool. Withdrawing consent will not affect any processing already carried out.

10. Your Rights

Under the UK GDPR, you have the following rights regarding your personal data:

Right	Description
Right to Access	Request a copy of the personal data we hold about you (Subject Access Request).
Right to Rectification	Ask us to correct inaccurate or incomplete data.
Right to Erasure	Request deletion of your data where there is no compelling reason to retain it.
Right to Restrict Processing	Ask us to limit how we use your data in certain circumstances.

Right to Data Portability	Receive your data in a structured, machine-readable format.
Right to Object	Object to processing based on legitimate interests or for direct marketing.
Right to Withdraw Consent	Withdraw consent at any time where processing is based on consent.
Right to Complain	Lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk .

To exercise any of these rights, contact us at privacy@cleanuk.uk. We will respond within one month of receiving your request.

11. Data Security

We have implemented appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These include:

- Encrypted data transmission (SSL/TLS) on our website
- Access controls and password-protected systems
- Regular staff training on data protection
- Secure disposal of physical and electronic records
- Incident response procedures for data breaches

In the event of a data breach that poses a risk to your rights and freedoms, we will notify the ICO within 72 hours and inform affected individuals without undue delay.

12. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any external websites you visit.

13. Children's Privacy

Our services are not directed to individuals under the age of 16. We do not knowingly collect personal data from children. If you believe we have inadvertently collected such data, please contact us immediately at privacy@cleanuk.uk and we will take steps to delete it.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. The updated policy will be posted on our website with a revised effective date. We encourage you to review this policy periodically.

Material changes will be communicated to you by email or via a prominent notice on our website prior to the change taking effect.

15. Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy or our data practices, please contact our Privacy Team:

Privacy Team – CLEAN UK

Email: privacy@cleanuk.uk

For complaints, you may also contact the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

This Privacy Policy was last reviewed and updated in June 2025.