Privacy Notice

Maid2Clean Local Ltd & Maid2Clean (North Lincs) Ltd | Effective Date: 16 November 2026 (Version 3.2)

Data Controllers:	Maid2Clean Local Ltd (Company Number: 13412876 – covering Sheffield, Rotherham, and Doncaster) & Maid2Clean (North Lincs) Ltd (Company Number: 14844884 – covering North Lincolnshire)
Registered Office Address:	27 Well Lane, Treeton, Rotherham, S60 5QA
Data Protection Lead:	Alex Dennett
Contact Email & Telephone:	info@maid2clean-local.co.uk | 0800 644 6460 / 0333 311 9955

1. About This Privacy Notice

This privacy notice describes how Maid2Clean Local Ltd and Maid2Clean (North Lincs) Ltd ("we", "our", "us") collect, store, and process personal data when an individual ("data subject") visits our website (www.maid2clean-local.co.uk, including our Sheffield, Rotherham, Doncaster, and North Lincolnshire pages), enquires about or uses our domestic cleaning services, or applies to register with us as a self-employed domestic cleaner.

Data processing is conducted in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA 2018), and the Privacy and Electronic Communications Regulations (PECR). Initial enquiries submitted via the national franchise site (www.maid2clean.co.uk) are processed by Maid2Clean (Franchise) Limited before transfer to the relevant local Data Controller.

Key Definitions: The notice applies standard legal definitions under UK GDPR for terms including Personal data, Special category personal data (covering health, criminal convictions, and DBS checks), Processing, Pseudonymisation, Controller, Processor, Third party, and Consent.

2. Who We Are and How You Can Contact Us

Maid2Clean Local Ltd and Maid2Clean (North Lincs) Ltd connect clients with self-employed cleaners across Sheffield, Rotherham, Doncaster, and North Lincolnshire. For all data protection queries, subject access requests, or deletion requests, please contact Data Protection Lead Alex Dennett via email (info@maid2clean-local.co.uk), telephone (0800 644 6460 / 0333 311 9955), or post at 27 Well Lane, Treeton, Rotherham, S60 5QA.

3. Personal Data We Collect From You and Our Lawful Bases

- **Prospective Customers:** Contact details and cleaning preferences collected under legitimate interests (Article 6(1)(f) UK GDPR).
- **Active Customers:** Banking/Direct Debit information via Bottomline, BACS details, and card payments processed securely through PCI-DSS-compliant Paya Card Services, alongside service schedules under contractual performance (Article 6(1)(b)) and legal obligations.
- **Cleaner Applicants:** Personal details, referee information, National Insurance numbers (where provided during onboarding), and recruitment site data handled under legitimate interests (Article 6(1)(f) UK GDPR) to assess suitability, manage onboarding, and prevent wasted administrative and vetting resources from repeat non-starting applications.

- **Registered Cleaners:** Right to Work documentation, emergency contacts, DBS/criminal record disclosures, and health information processed under legal obligations, vital interests, and explicit consent / public interest conditions for special category data (Articles 9 and 10 UK GDPR).

4. Consent

Where processing relies on consent, individuals may withdraw it at any time by contacting Alex Dennett at info@maid2clean-local.co.uk without affecting the lawfulness of processing carried out prior to withdrawal.

5. How We Use Your Personal Data for Direct Marketing

Electronic direct marketing (email/SMS) requires explicit consent or a valid "soft opt-in." Personal data is never sold to third parties. Unaddressed physical leaflets distributed locally do not fall under PECR marketing rules.

6. Who We Share Your Personal Data With

Data is shared strictly on a need-to-know basis between the two local companies (Maid2Clean Local Ltd and Maid2Clean (North Lincs) Ltd), assigned cleaners and clients, designated referees, payment processors (Bottomline and Paya Card Services), website host Wix.com, Maid2Clean (Franchise) Limited, relevant regulatory and government authorities (HMRC, Home Office, DBS), and during lawful business transfers.

7. Cookies and Website Tracking (www.maid2clean-local.co.uk)

The website utilises strictly necessary Wix security and session cookies (XSRF-TOKEN, hs, svSession, SSR-caching, bSession, consent-policy) alongside optional analytics and marketing trackers (Google Analytics, Meta Pixel, Microsoft Bing Ads). Users can manage preferences via the cookie banner or browser settings.

8. How We Keep Your Personal Data Safe

We maintain strict technical and organisational security measures, including SSL/TLS website encryption, strong file encryption and password protection for stored recruitment logs, multi-factor authentication (MFA) for digital systems, locked physical filing cabinets at our Rotherham office, and immediate cross-shredding of confidential paper records.

9. How Long We Keep Your Personal Data (Retention Schedule)

- **Unsuccessful Telephone Screening Applicants:** Applicants who do not pass initial telephone screening have their call notes and contact details permanently deleted or cross-cut shredded immediately (0 days) and are never recorded in our applicant log.
- **Non-Starting Cleaner Applicants (Sensitive & Full Records):** If an applicant does not complete registration or start work with us, we permanently delete their National Insurance number, ID documents, references, and full application records straight away upon confirmation they will not start (and no later than 6 months after application).
- **Standard Unsuccessful Applicants (Minimal Log):** Following deletion of full application files, we retain an encrypted, minimal administrative log containing only the applicant's name, postcode, application date, and factual outcome for up to 24 months under our legitimate business interests (Article 6(1)(f) UK GDPR) to manage repeat applications.
- **Repeat Non-Starting Applicants & Interview / Onboarding No-Shows (Minimal Log):** Where an applicant fails to attend scheduled interviews or onboarding, ghosts us after agreeing to start, or repeatedly applies without

progressing, we retain their encrypted minimal log entry (name, postcode, application date, and factual status code) for up to 6 years from the last interaction under our documented Legitimate Interests Assessment to prevent wasted administrative and vetting resources. Individuals may request access to or erasure of their log entry at any time by emailing info@maid2clean-local.co.uk.

- **Registered Cleaner Right to Work / ID Checks:** Retained for the duration of active registration plus 2 years.
- **Registered Cleaner Files & Customer / Direct Debit Records:** Retained for 6 years post-termination / end of the relevant financial year for HMRC tax audits and legal limitation compliance.
- **Prospective Customer Enquiries:** Retained for 12 months.
- **Credit / Debit Card Data:** 0 days (never stored); telephone payments are entered into Paya Card Services directly and any temporary paper notes are cross-shredded immediately.

10. Your Rights as a Data Subject

Data subjects hold rights to access (Subject Access Request), rectify inaccurate data, erase data (right to be forgotten), restrict processing, data portability, object to legitimate interest or marketing processing, and withdraw consent. Requests are handled within one calendar month free of charge by contacting info@maid2clean-local.co.uk.

11. How You Can Make / Lodge a Complaint

Complaints can be directed first to Data Protection Lead Alex Dennett at info@maid2clean-local.co.uk, or escalated to the UK supervisory authority: the Information Commissioner's Office (ICO) via www.ico.org.uk/concerns or 0303 123 1113.

12. How We Keep This Privacy Notice Up to Date

This privacy notice is reviewed at least annually to ensure ongoing compliance with UK data protection law. Version 3.2 becomes effective on 16 November 2026.

13. Related Policies and Documents

This notice is complemented by our internal Data Protection Policy, Cleaner Records Data Retention Policy, Legitimate Interests Assessment (Applicant Log), Client Handbook, Cleaner Handbook, and Equal Opportunities Policy.