

MAID2CLEAN (FRANCHISE) LIMITED

Privacy Notice - www.maid2clean.co.uk

1. About this notice

This policy notice describes how we collect and process personal data when an individual (“data subject”) uses our website www.maid2clean.co.uk, in line with the requirements of the General Data Protection Regulation 2016 (“GDPR”) and Data Protection Act 2018 (“DPA”).

Where applicable, this privacy notice describes where to obtain details on how your personal data will be processed when it is transferred to the local franchisee office i.e. the data controller, or the data processor who is authorised by the local franchisee office that provides you with a service in your geographical area.

To find the contact information for your local franchisee office, please enter your postcode into the search box at the bottom of this page.

Definitions of terms within this notice

‘personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

‘processing’ means any operation or set of operations which is performed on personal data or on sets of personal data, whether by electronic system or paper based system such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

‘pseudonymisation’ means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person;

‘controller’ means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. For the purposes of this privacy notice your local franchisee office is the controller;

‘processor’ means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller. For the purposes of this privacy notice processors will differ between local franchisee offices and you may obtain details from your local franchisee office on request about which processors they have appointed.

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'third party' means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data. For example, this may be a person or organisation you have appointed to act on your behalf.

'consent' of the data subject means any freely given, specific, informed and unambiguous indication of your wishes by which you, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to you.

2. Who we are and how you can contact us

This website is operated by MAID2CLEAN (FRANCHISE) LIMITED, company number 04431166. Our registered office address is at 112 – 114 Witton Street, Northwich, Cheshire, CW9 5NW. For the purposes of this privacy notice and this website, we are a data processor authorised and action on behalf of your local franchisee office.

Maid2Clean is a franchise operation that introduces vetted, verify and insured local domestic cleaners to customers who require a regular weekly/fortnightly or one-off domestic cleaning service.

Information that is collected via this website will be transferred to your local franchisee office, who for the purposes of this privacy notice are the data controller. To contact your local franchisee office data protection representatives, please enter your postcode into the search box at the bottom of this page.

3. Personal data we would like to collect from you

If you're a customer enquiring about or wishing to book a cleaning service, we will collect the following personal data from you (this personal data will be transferred from our website directly to our local franchisee office or to a processor acting on behalf of your local franchisee office): -

- Your salutation, first name, surname, phone number(s), email address, property address (including company name if applicable), preferred contact method and preferred cleaning requirements. We collect all of this information in order to allow us to offer you a service that is tailored to you and your needs.

Non-personal data we would like to collect:

- How you heard about us. We collect this information in order to understand how we best reach our customers.

Our lawful basis for processing your personal data is necessary for our legitimate business interests, which is to contact you to provide information about our services and offer you a

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managed domestic cleaner service. These are legitimate business interests as these activities are vital to the success of our franchisee's businesses.

If you're a customer who enters a contract with your local franchisee office for a cleaning service, your local franchisee office or a processor appointed by your local franchisee office will directly collect the following additional personal data from you: -

- Your banking information when setting up a Direct Debit for your cleaning service or if we issue you a refund - bank account sort-code and account number or building society account information.

For paper-based Direct Debit Instructions, your local franchisee office or their appointed processor will securely store the paper instruction for the duration of your contract and for a period of time determined by your local franchisee office after your contract has been terminated. This is done in enable the local franchisee office to provide proof of payment authorisation to your bank/building society should they request it, for example, in the event of an indemnity claim. You may request the specific retention period that your local franchisee office will store your banking information by contacting them directly (see section 1 for details on how to contact your local franchisee office).

For refund requests made by BACS transfer, your local franchisee office or their appointed processor will as you for your banking information in order to process the refund. Your banking information will be stored securely and securely deleted once the payment has been made.

- If you are paying by credit/debit card – the card PAN (the long number across the card), expiry date, valid from date, issue number, name on the card and card verification value (CVV). All Maid2Clean franchisees that accept card payment use PCI DSS compliant third-party payment service providers. Local franchisee offices or their appointed processors will never store your debit/credit card information. All card details the are provided on paper forms will be securely shredded following the processing of your payment.

Non-personal data we require from you:

- Cleaning service preferences – clean day/time and service requirements such as frequency of service, number of hours per clean etc.

Our lawful basis for processing your additional personal data is necessary for the performance of a contract to which you, the data subject, is party or in order to take steps at your request prior to entering into a contract.

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If you're a customer enquiring or wishing to register with your local franchisee office seeking work opportunities to supply domestic cleaner service to our clients, we will collect the following personal data from you (this personal data will be transferred from our website directly to your local franchisee office or a processor by your local franchisee office): -

- Your details: your salutation, first name, surname, phone number(s), email address, date of birth, preferred working hours and relevant work experience. We collect all of this information for recruitment purposes, which is fulfilled by your local franchisee office.
- Referee details: the relationship between you and the referee, the referee's full name, property address (including their company name, if applicable), contact phone number and email address. We collect this information as part of your application in order to acquire your character references about you from your referees.

Non-personal data we would like to collect from you: -

- How you heard about us. We collect this information in order to understand how we best reach people seeking domestic cleaning work opportunities.

Please note, many local franchisee offices use third-party job advertisement websites to advertise their work opportunities. If you have applied via one of these websites, the particular website that you apply from is the data controller and are responsible for their own data protection obligations. Your local franchisee office has no control over what personal data these websites transfer to your local franchisee office. Please refer to the privacy notice of the website that you applied from for details of how your personal data is processed.

Our lawful basis for processing your personal data is necessary for our legitimate business interests, which is to short-list suitable candidates to register with and to work on behalf of their local franchisee office.

If you're a customer seeking domestic cleaning work opportunities and made an application that is short-listed and/or successful, we will collect the following additional personal data from you (special category personal data is listed separately): -

- Your details: Right to Work in the UK information and proof of identity including your national insurance number, passport and work permit details, birth certificate in the absence of a passport, driving license, marriage certificate or deed poll information, 3rd party proof of address evidence such as, but not limited to, utility bills, bank statements or current council tax bill.
- 3rd Party emergency contact details: contacts name, phone number and relationship status to you i.e. parent, partner, friend etc. It is advisable for you to seek the permission from the 3rd party to share their contact information with us, prior to

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providing them. These details will only be used in case of an emergency and for no other purposes.

- Special Category Personal Data: nationality, details of any spent or unspent criminal offences or cautions, DBS details if applicable, health-related details (smoker/non-smoker, pet allergies or any physical or mental health conditions).

Our lawful basis for processing your personal data is necessary for the performance of a contract to which you, the data subject, is party or in order to take steps at your request prior to entering into a contract.

Our lawful basis for processing the personal data of your 3rd party emergency contact is for our legitimate business interests and also for your vital interests as the data subject should we need to contact them on your behalf in case of an emergency.

4. Consent

When consent is required to process your personal data, or we ask you for sensitive personal data, we will ask you for your explicit consent. We will identify the specific purposes for the data, tell you why and how the information will be used in clear and plain language.

You can withdraw your consent at any time by emailing us at privacy@maid2clean.co.uk or by contacting your local franchisee office. Please see section 2 of this privacy notice ([who we are and how you can contact us](#)) for details on how to find your local franchisee office contact information.

5. How we use your personal data for direct marketing

When you contact us, we may ask you if you'd like Maid2Clean marketing information from time-to-time. We will ask you for your explicit consent to do this.

Direct marketing will only ever be carried out by your local franchisee office or by their appointed processor or third-party on the local franchisee's behalf and never by this website. We will never share your personal data with any third party for their own direct marketing purposes unless you have given us your explicit consent to do so.

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You can withdraw your consent at any time, or control your direct marketing preferences, by contacting your local franchisee office.

Please note, many local franchisee offices will use mail leafleting to market their services. These are not classed as direct marketing under the Privacy and Electronic Communications Regulation, which regulates direct marketing by phone, email, text message and post. For postal marketing to be considered direct marketing, the postal correspondence needs to be addressed to a person by name.

6. When we will share your personal data with others

In the day-to-day running of this website and day-to-day operations of each local franchisee office, your personal and non-personal data you submit will be shared by this website with the following recipients:

- The local franchisee office that manages any territory where you have enquired about our services or have applied to register with for domestic cleaning work opportunities. All local franchisee offices are independent from Maid2Clean Franchise Ltd operation as a Limited Company or Sole Trader business and are UK or EU based. Where a local franchisee office uses IT systems that are hosted in the cloud (IT systems that are accessed over the internet where the data is stored at a remote location or locations), the local franchisee office will ensure there are appropriate technical and organisation measures in place to safeguard your personal data to comply with the GDPR. If you'd like more information about how your local franchisee office will keep your personal data secure, please contact your local franchisee office directly. Please see section 2 of this privacy notice ([Who we are and how you can contact us](#)) for details on how to find your local franchisee office contact information.
- The referees nominated by you if you are seeking to register and work with your local franchisee office, if referee details are supplied with the application form on our website. The referee's personal data will also be shared with your local franchisee office.

If you are a customer who has signed up with for a cleaning service, your local franchisee office will share your personal data with the following recipients: -

- The domestic cleaner who will provide your cleaning service. This will include each domestic cleaner you choose to interview prior to starting a cleaning service and each domestic cleaner who may provide you temporary cover if you have requested one should your regular cleaner be

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unavailable. The personal data we will share with a domestic cleaner is limited to your name, the address of the property where a cleaning service is required and your preferred contact telephone number.

We will also share your personal information with third parties on a one-off basis if: -

- We sell any business or assets (including our own), in which case we will disclose your personal data to the prospective buyer of such business or assets after the sale is completed successfully.
- We are under a duty to disclose your personal data in order to comply with a legal obligation, or in order to enforce or apply our terms and conditions of supply or any other legal agreements we enter into with you; or to protect the rights, property, or safety of our customers, our franchisees, ourselves or other parties we share a relationship with. This includes exchanging information with appropriate organisations for the purposes of fraud protection and credit risk reduction.

7. Cookies and other web tracking activities

A cookie is a small text file that is downloaded onto your device when you access our website. It allows our website to recognise your device and store some information about your preferences and past actions.

Our website uses several different cookies in order to provide you with the information you need and to help us optimise our website to improve our services and website content to provide a better user experience. We will regularly ask for your consent to use cookies when you visit our website.

The cookies we use and the reasons why we use them are:

Cookie Type	What it does	Why we use it
PHP Session ID	<p>This is added automatically by our web server whenever you visit our website. It allows the web server to know what information you are requesting so it can deliver the correct content to you e.g. when you enter your postcode into the postcode search box on the main landing page you are then presented with details about your local franchisee office.</p> <p>No personal data is collected from your</p>	<p>Without this type of cookie, we would not be able to provide you with the information you are looking for on our website i.e. the web server wouldn't be able to tell which user is requesting information.</p>

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	<p>device by this cookie. You are assigned a random ID when you visit our website and this ID only relates to the ID on the cookie. This cookie is automatically deleted from your device when you close your web browser.</p>	
Google Analytics	<p>This cookie tracks how you use our website e.g. which pages were visited, what type of device you are accessing the website from i.e. mobile device or desktop.</p> <p>No directly identifiable personal data is collected so we are unable to single out specific users. IP addresses from your device are anonymised automatically so they are no longer considered personal data. All the information we collect about how the website is used is aggregated i.e. we only see how many times a page was visited, or how many mobile/desktop devices visited us as a grouped number.</p>	<p>This information helps us understand what type of content is important to you, so we can make sure it is relevant and kept up-to-date. We also use this information to improve our content in order to grow our business.</p>
Microsoft Bing Ads	<p>This cookie records the completion of your transaction on our website and promote our business to you online via Bing Ads. Any information gathered about you will remain anonymous and cannot be used to identify you. For more information, visit: https://advertise.bingads.microsoft.com/en-gb/resources/policies/microsoft-bing-ads-privacy-policy</p>	<p>To more effectively market our services.</p>
Live Chat	<p>This allows one of our customer service staff to engage with you when you visit one of the local franchisee office's webpages. These cookies will:</p> <ul style="list-style-type: none"> - Track origin and website entry; - Track chats in progress; - Prevent prompting users who 	<p>We want to give you the best customer service experience possible and we feel that offering you an in-browser chat service may be preferred by some users of our website.</p>

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	<p>visited the site recently;</p> <ul style="list-style-type: none"> - Track chats in progress and transcript position; - Message type by visitor persistence across pages; - Check logic handling; - Keep track of visitor visits and chat history; - Detect new chat sessions; - Visitor email addresses (where provided and will be encrypted); - Tracking banned visitors; and - Detect chat box position and minimised status. 	<p>If you choose to disable cookies when visiting our website, this service will not be shown to you.</p>
<p>Cookie Consent Status</p>	<p>This cookie is required as it tracks whether or not you have given us your consent to install cookies on your device.</p> <p>If you choose not to allow cookies, some features of our website will not work.</p>	<p>To comply with the law this cookie is required so we are able to enable or disable cookies for your web session. You will be presented with a cookie notification banner from time to time asking for your consent. This is done at regular intervals because there may be more than one user of your device and we will need to ask them for their consent too.</p>
<p>Facebook Pixel</p>	<p>This is a small text file that is similar to a cookie though it is placed directly within some of the web pages of our website. It collects data that helps a local franchisee</p>	<p>A local franchisee office may use this to monitor the performance of their</p>

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	office track conversations from Facebook ads, optimise ads, build target audiences for future ads, and remarket to people who have already taken some kind of action on our website. The data collected is anonymous and is processed by Facebook. Maid2Clean is not able to identify a particular data subject at any time. For more information, please visit www.facebook.com/about/privacy/ .	Facebook ads and understand what type of audiences are interested in a Maid2Clean service.
Adzuna	This cookie is required to track the performance of our recruitment advertisements placed on the Adzuna.co.uk website. For more information, please visit www.adzuna.co.uk/privacy-policy.html	To more effectively market our work opportunities and improve the performance of our work advertisements.

8. How long we keep your personal data

Maid2Clean Franchise Ltd will transfer your personal data directly to the relevant local franchise office or the local franchisee office's appointed processor. This website stores some of your data for a specific period of time and for specific reasons, which are detailed in the table below.

Personal data that is processed by Maid2Clean Franchise Ltd.

Data we store	Retention period	Why we store it	Lawful basis
<u>Online booking</u> : your salutation, full name, full address and postcode, contact phone numbers, email address, contact preferences, cleaning preferences and how you heard about us.	One month.	As a back-up copy to ensure the local franchisee office has received your enquiry, after which your personal data is anonymised so it can no longer identify you and it is used for statistical purposes (postcode is kept).	Legitimate business interests.

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<p><u>Phone call back request:</u> Your name, email address, contact phone number, postcode and reason for your call back request.</p>	<p>One month.</p>	<p>As a back-up copy to ensure the local franchisee office has received your enquiry, after which your personal data is anonymised so it can no longer identify you and it is used for statistical purposes (postcode is kept).</p>	<p>Legitimate business interests.</p>
<p><u>Cleaner recruitment forms:</u> Your salutation, first name, surname, phone number(s), email address, date of birth, preferred working hours and relevant work experience, how you heard about us, referee details (the relationship between you and the referee, the referee's full name, property address (including their company name, if applicable), contact phone number and email address).</p>	<p>One month.</p>	<p>As a back-up copy to ensure the local franchisee office has received your enquiry, after which your personal data is anonymised so it can no longer identify you and it is used for statistical purposes (postcode is kept).</p>	<p>Legitimate business interests.</p>

Your local franchisee office will process your personal data for the duration of the contract you enter into with them in order to provide you with a cleaning service if you are a Maid2Clean client or if you are registered with your local franchisee office to provide cleaning services. Your local franchisee office will store your personal data if it is subject to a statutory retention period e.g. tax laws, right to work in the UK laws.

When there is no statutory retention period, local franchisee offices will observe the storage limitation principle of the GDPR and will only keep personal data in a form which permits

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identification of a data subject for no longer than is necessary for the purposes for which the personal data are processed, or for a recommended period of time if any recommendations have been made by an official body or organisation.

The table below details what personal information your local franchisee office may hold, how long they will retain it and their lawful basis for retaining your personal data.

If you're applying or enquiring about registering with us to provide services as a domestic cleaner

Data we store	Retention period	Why we store it	Lawful basis
<u>For unsuccessful candidates:</u> Application forms and interview notes.	At least 1 year	To identify unsuccessful applicants should they reapply within one year of their last unsuccessful application.	Legitimate business interests
<u>For successful candidates:</u> Application forms, interview notes, right to work in the UK information and proof of identity including your national insurance number, passport and work permit details, birth certificate in the absence of a passport, driving license, marriage certificate or deed poll information, 3 rd party proof of address evidence such as, but not limited to, utility bills, bank statements or	At least 3 years and up to 6 years for tax/work/wage-related records. Documents containing personal data concerning right to work checks will be retained for 2 years from the date of termination of the agreement between the cleaner and the local franchisee office.	To comply with statutory legal obligations i.e. Income Tax Regulations 1993, Taxes Management Act 1970, Sections 15 to 25 of the Immigration, Asylum and Nationality Act 2006 and 24B of the Immigration Act 1971.	Legal obligation and legitimate business interests

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<p>current council tax bill, 3rd Party emergency contact details: contacts name, phone number and relationship status to you i.e. parent, partner, friend etc., nationality, details of any spent or unspent criminal offenses or cautions, DBS certificate details if applicable, health-related details (smoker/non-smoker, pet allergies or any physical or mental health conditions).</p>			
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If you're a customer that enquires or signs up for a cleaning service

Data we store	Retention period	Why we store it	Lawful basis
<p><u>Customer enquiries:</u> Customer first name and surname, phone number, address, email address, cleaning services preferences.</p>	<p>12 months from the date of the enquiry</p>	<p>To allow adequate identification should the client return and also send information where there is a legitimate business interest</p>	<p>Legitimate business interests</p>
<p><u>Customers:</u> Details about you and your cleaning service preferences (your salutation, first name, surname, phone number(s),</p>	<p>Your personal data is retained for the duration of your cleaning service your contract is settled.</p>	<p>In order to provide you with a cleaning service and also send information where there is a legitimate business</p>	<p>Performance of a contract, legal obligation and legitimate business interests</p>

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<p>email address, property address (including company name if applicable), preferred contact method and preferred cleaning requirements.</p>	<p>Your local franchisee office or their appointed processor will continue to retain your personal data for a minimum of 6 months from the date your service ends and balance settled.</p> <p>If there is an unsettled debt on your account, we will continue to retain your personal details for at least 7 years from the date the debt is settled.</p> <p>Some personal data that is required to comply with legal obligations will be kept for at least 7 years from the date your service ended.</p>	<p>interest.</p> <p>Your personal data is retained after the service has been terminated in order to identify you as a previous customer so that we are able to verify online reviews should you make one, to recommence your cleaning service with ease should you decide to return, in the pursuit of an unpaid debt or to comply with applicable financial, tax and accountancy legal obligations such as financial, tax and accountancy laws.</p>	
<p><u>Bank account information:</u> Your banking information in the form of a Direct Debit Instruction (Mandate) when setting up a Direct Debit for a regular cleaning service - bank account sort-code and account number or building</p>	<p>The minimum duration for retaining Direct Debit Instructions is for the duration of your regular cleaning service. Your local franchisee office may retain this for longer as evidence of authorisation in the situation that an indemnity claim is</p>	<p>In order to set up a direct debit and to provide evidence of payment authorisation should it be requested by your bank or building society</p>	<p>Performance of a contract and legitimate business interests</p>

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<p>society account information.</p>	<p>made after your cleaning service has been terminated. Please contact your local franchisee office to request more information on their specific retention period.</p>		
<p><u>Credit/Debit card information:</u> All Maid2Clean local franchisee offices that accept card payment use PCI DSS compliant third-party payment service providers.</p>	<p>Credit/Debit card information is not stored when collected from you over the phone.</p> <p>Credit/debit card information that is collected by your local franchisee office on a paper form or via a text-based system for the deaf will be securely shredded or deleted immediately after payment has been processed.</p>		

9. How we keep your personal data safe

Maid2Clean Franchise Ltd take reasonable security measures to ensure that your personal data is kept safe whilst at rest and in transit from our website to all local franchisee offices. The security measures we take are:

- Our data centre provider is based within the UK and is both ISO27001 certificated and PCI DSS compliant. This validates that the data centre has sufficient technical and organisational measures in place to protect your personal data.
- Only persons authorised by us will have access to your personal data on a 'need-to-know' basis only to perform their job role e.g. database administrator, web developer. We protect access using IT access controls such as user account permissions and strong passwords.
- We apply the latest security patches to our IT systems in line with manufacturers recommendations.
- We take regular daily backups. These are encrypted and kept at a separate secure location.

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All local franchisee office are independent businesses and operate their businesses in accordance with the Maid2Clean Operations Manual to ensure all our customers receive the same high standards of customer service. However, IT systems and service providers will differ between local franchisee office and some may appoint data processors to act on their behalf for certain tasks.

Maid2Clean Franchise Ltd hold all local franchisee offices to the same technical and organisational measures noted above to ensure each local franchisee office complies with all UK and EU data protection and privacy regulations, directives and laws.

You may obtain the information of the technical and organisational measure your local franchisee office has implemented by contacting them directly. Please see section 2 of this privacy notice ([who we are and how you can contact us](#)) for details on how to find your local franchisee office contact information.

10. Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances, you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right not to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that Maid2Clean Franchise Ltd or your local franchisee office refuses your request under rights of access, we will

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provide you with a reason as to why. You have the right to complain as outlined in the clause below.

All of the above requests will be forwarded on should there be a third party processor involved in the processing of your personal data.

11. How you can make a complaint

In the event that you wish to make a complaint about how your personal data is being processed, or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority, The Information Commissioner (“ICO”), and our data protection representatives.

We’d be grateful if you’d allow us to address your complaint or concern in the first instance by emailing privacy@maid2clean.co.uk. To raise your concerns about our information rights practices directly with the ICO go to www.ico.org.uk/concerns or call 0303 123 1113.

12. How we keep this privacy notice up to date

We will review and update this privacy notice from time to time.

To ensure you have the opportunity to review the updated notice before you choose to continue using our Services, we will notify you by placing a prominent banner at the bottom of our home page for up to 2 weeks after the privacy policy has been updated. We will include a summary of the changes at the top of the privacy notice so that it is clear and easy to understand what has changed.

This is version 2.0 of our privacy notice and was updated on 26th April 2019.

13. More about this privacy notice

This privacy notice should be read and used in conjunction with the following documents.

- Maid2Clean Discrimination Policy
- Maid2Clean Recruitment Policy

You can search for your local franchisee office details by entering your postcode [here](#)