

MAID2CLEAN (FRANCHISE) LIMITED

Privacy Notice - www.maid2clean.co.uk website

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”).

2. Who we are and how you can contact us

We are MAID2CLEAN (FRANCHISE) LIMITED, company number 04431166. Our registered office address is at 112 – 114 Witton Street, Northwich, Cheshire, CW9 5NW. Maid2Clean is a franchise operation that introduces vetted local domestic cleaners to customers who require a regular or one-off domestic cleaning service.

You can contact our data protection representatives in writing at Caiden House, Canal Road, Timperley, Altrincham, WA14 1TD or by emailing privacy@maid2clean.co.uk.

The contact details of your local franchisee office are provided at the bottom of the Franchisee’s webpage. To navigate to this page, please use the ‘find your local Maid2Clean Office’ on our home page www.maid2clean.co.uk.

3. Personal data we would like to collect from you

If you’re a customer enquiring about or booking a cleaning service we will collect the following person data from you: -

- 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.
- 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 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.

If you’re a customer applying or enquiring about registering with us to provide services as a domestic cleaner to one of our local franchisees, we will collect the following personal data from you: -

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- 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.
- How you heard about us. We collect this information in order to understand how we best reach potential domestic cleaners.
- 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.

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.

Maid2Clean Franchise Ltd will forward your personal data directly to your local franchisee office. We do not use your personal data for our own purposes.

Some of the personal data you provide via our website is stored by our website. For full details about what personal data we store, why we store it and how long we store it before its permanently deleted see section 3.5 ([how we long we keep your personal data](#)).

3.1. 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.

Please refer to section 3.2 on [how we use your personal data for direct marketing](#) to read about direct marketing consent.

3.2. 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 for your local franchisee office to market to you (either by email, post, phone call or text message).

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Direct marketing will only ever be carried out by your local franchisee office and never by this website. We will never share your personal data with any third party for marketing purposes unless you have given us your explicit consent to do so.

You can withdraw your consent at any time, or control your direct marketing preferences, 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.

3.3. When we will share your personal data with others

In the day-to-day running of this website, Maid2Clean Franchise Ltd will forward your personal data to:

- The local franchisee office that manages any territory where you have enquired about our services or applied to register with for domestic cleaning work opportunities. All franchisees are UK based businesses. Where a local franchisee office uses IT systems that are hosted in the cloud, 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 email privacy@maid2clean.co.uk.
- The referees nominated by you if this is required in relation to an application you have made to register with us for domestic cleaning work opportunities with one of our local franchisee offices.
- One or more of our registered domestic cleaner who has signed a workers agreement with us (this will be your regular cleaner, temporary cover cleaner or a replacement regular cleaner). All cleaners we work with are vetted/background checked, covered by our insurance and are self-employed contractors. We will only share a cleaning clients name, address and phone number with a cleaner.

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 or share 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

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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.

3.4. 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 webserver 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 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</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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	your web browser.	
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>
Handlr	<p>Handlr is our preferred customer service chat tool built into our website. 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 	<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> <p>If you choose to disable cookies when visiting our website, this service will not be shown to you.</p>

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	<p>users who 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>Cookie Consent Status</p>	<p>This cookie is required as it tracks whether or not you have giving 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</p>

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		will need to ask them for their consent too.
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3.5. How long we keep your personal data

Maid2Clean Franchise Ltd will forward your personal data directly to the relevant local franchise office and we only stores some of your data for a specific period of time and for specific reasons, which are detailed in the table below.

Your local franchisee office will process your personal data for the duration of the contract you enter with them in order to provide you with their services. Your personal data will be stored in line with the local franchisee office's data retention policy. To request details about your local franchisee office's data retention policy you will need to contact them directly. If you require their contact details please email privacy@maid2clean.co.uk.

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.
<u>Phone call back request</u> : your name, email address, contact phone number, postcode and reason for your call back request.	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>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>
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3.6. How we keep your personal data safe

We take reasonable security measures to ensure that your personal data is kept safe. The security measures we take are:

- 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.

3.7. 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:

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- 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 refuses your request under rights of access, we will 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 involved in the processing of your personal data.

3.8. 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.

3.9. How we keep this privacy notice up to date

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

So 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

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home page two weeks before any changes are made and for 2 weeks afterwards. 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 policy [3] which came into effect in [31/05/2018].

4. More about this privacy notice

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

- [Maid2Clean Discrimination Policy](#)
- [Maid2Clean Recruitment Policy](#)