

## **Privacy Policy**

### **About this policy**

This policy describes how we use your personal data when you use any of our websites ([www.maid2clean.co.uk](http://www.maid2clean.co.uk), [www.maid2cleanfranchise.co.uk](http://www.maid2cleanfranchise.co.uk) and [www.nationwidecleanerjobs.co.uk](http://www.nationwidecleanerjobs.co.uk)) or our Maid2Clean Cleaner Portal App or when you contact us regarding our cleaning services or franchise operation. We have provided this policy to ensure that you understand what personal data we may collect and hold about you, what we may use it for and how we keep it safe. You have legal rights to access the personal data that we hold about you and to control how we use it which are also explained.

MAID2CLEAN recognises the importance of protecting the privacy of all information provided by users of our web site all other customers of our services. We created this policy with a fundamental respect for our customer's right to privacy and to guide our relationships with our customers. This Privacy Statement discloses the privacy practises for all services owned by MAID2CLEAN.

You can read, print and save this whole policy or click on the links below to see specific information about:

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# MAID2CLEAN (FRANCHISE) LIMITED & ALL LOCAL FRANCHISED OPERATIONS

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## Who we are and how you can contact us

MAID2CLEAN (FRANCHISE) LIMITED is a company incorporated in England & Wales with registered company number 04431166. Our registered office address is at 112 – 114 Witton Street, Northwich, Cheshire, CW9 5NW. The address and contact information for our local franchise operations can be found on the relevant pages of this website where adherence to the policies on this page and responsibility of the content for the franchisees pages lies with the incumbent franchisees.

The Maid2Clean Cleaning operations are all operated on an individual Franchise basis. You can contact local franchisees in writing at the address on the bottom of the Franchisees Web pages or by telephone at the bottom of the Franchisee web pages.

Please refer to the sections on [Our data protection officer](#), [Your rights to know what personal data we hold and to control how we use it](#) and [How to make a complaint](#) for further contact information.

## Personal data we collect

We collect:

- **personal data that you provide to us.** There are lots of ways in which you may share your personal data with us, for example, you may fill in contact or enquiry forms on any of our websites, make an online application for full or part time cleaning work via our website at [www.nationwidecleanerjobs.co.uk](http://www.nationwidecleanerjobs.co.uk), post on social media sites that we run including Twitter and Facebook, update your details via the Maid2Clean Cleaner Portal App or contact us in connection with services that you would like to buy, or have already bought, from any of our franchisees. The personal data that you provide to us may include your name, address, e-mail address and phone number, financial and credit card information, personal opinions, employment history and qualifications and photographs of you.
- **personal data that we receive from third parties.** Other businesses and sub-contractors that we work with may collect personal data about you which they will share with us. For example, we may receive details of your credit history from credit reference agencies, or have your name and contact details passed to us by any member of our franchise network.

## MAID2CLEAN (FRANCHISE) LIMITED & ALL LOCAL FRANCHISED OPERATIONS

- **personal data about your use of our websites and our App.** This is technical information and includes details such as your IP address, your login information, browser type and version and time zone setting as well as details of how you navigated to our websites and where you went when you left, what pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and any phone number used to call our customer service number.

### What we use your personal data for

We use your personal data in the following ways:

- **personal data that you provide to us** is used to:
  - provide you with the information and services that you request from us
  - provide you with marketing information in accordance with your marketing preferences (see [How we use your personal data for marketing](#))
  - manage and administer our business
  - review and improve our services and the operation of our franchise network
- **personal data that we receive from third parties** is combined with the personal data that you provide to us and used for the purposes described above.
- **personal data about your use of our websites and/or our App** is used to:
  - administer our website and App and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
  - to improve our website and App to ensure that content is presented in the most effective manner for you and for your computer or mobile device
  - to allow you to participate in interactive features of our service, when you choose to do so
  - as part of our efforts to keep our websites and App safe and secure
  - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you

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### Communications from Us:

- In order to best serve our customers, we may send updates that contain important information about our Franchise and services. Recipients, however, can choose not to receive these communications from us, as set forth in the "Permission" section below.
- For our internal purposes, we gather date, time, browser type, navigation history and IP address of all visitors to our web sites. This information does not contain anything that can identify users personally. We use this information for our internal security audit log, trend analysis and system administration, and to gather broad demographic information about our user base for aggregate use.
- We may combine demographic information supplied by a prospect franchisee with web site usage data to provide general profiles, in aggregate non-personally identifiable form, about our customers and their preferences in the content of the site and advertising. We do not share this information with our advertisers or business affiliates.

### **Cookies**

Our websites uses cookies to distinguish you from other users of our websites. This helps us to provide you with a good experience when you browse our websites and also allows us to improve our websites.

### **When we need your consent to use your personal data**

Whilst we always want you to be aware of how we are using your personal data, this does not necessarily mean that we are required to ask for your consent before we can use it. In the day to day running of our business we may use your personal data without asking for your consent because:

- we are entering into and carrying out our obligations under a contract with you; or
- we need to use your personal data for our own legitimate purposes (such as the administration and management of our business and the improvement of our services and network) and our doing so will not interfere with your privacy rights

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In exceptional circumstances we may wish to use your personal data for a different purpose which does require your consent. In these circumstances we will contact you to explain how we wish to use your data and to ask for your consent. You are not required to give consent just because we ask for it. If you do give consent you can change your mind and withdraw it at a later date.

Please refer to the section on [How we use your personal data for marketing](#) to read about marketing consents.

### **Personal data you are legally obliged to provide**

You are not under a legal obligation to provide us with any of your personal data but please note that if you elect not to provide us with your personal data we may be unable to provide our services to you or to accept an application made by you to be considered for cleaning work by us or one of our franchisees.

### **Your rights to know what personal data we hold and to control how we use it**

You have a legal right to know what personal data we hold about you - this is called the right of subject access. You can exercise this right by sending us a written request at any time. Please mark your letter “**Subject Access Request**” and send it to us by post or email using the details in the [Who we are and how you can contact us](#) section. If we are legally entitled to do so, we may ask you to pay a £10 fee before we respond to your request.

You also have rights to:

- prevent your personal data being used for marketing purposes (see [How we use your personal data for marketing](#) for further details)
- have inaccurate personal data corrected, blocked or erased
- object to decisions being made about you by automated means or to your personal data being used for profiling purposes
- object to our using your personal data in ways that are likely to cause you damage or distress
- restrict our use of your personal data
- require that we delete your personal data

You can find full details of your personal data rights on the Information Commissioner’s Office website at [www.ico.org.uk](http://www.ico.org.uk).

### **Automated decision making and profiling**

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We do not make automated decisions using your personal data.

We use profiling to generate general profiles of those who use of websites and services. We do this by combining demographic information supplied by our prospective franchisees with website usage data.

You are entitled to ask that we do not use your personal data for profiling purposes. Please refer to the section on [Your rights to know what personal data we hold and to control how we use it](#) for details on how to exercise your rights.

### **When we will share your personal data with others**

We share your data with the following people in the day to day running our business:

- other companies that we own or control, or that own or control us
- the local area franchisee that manages any territory where you have enquired about our services or applied for full or part time cleaning work
- the business partners, suppliers and sub-contractors we work with to provide you with services and which assist us in running our franchise network
- advertisers and advertising networks (see [How we use your personal data for marketing](#) for more information)
- analytics and search engine providers that assist us in the improvement and optimisation of our site and App
- credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you
- referees nominated by you if this is required in relation to an application you have made for full or part time cleaning work with us or one of our franchisees

We may also share your personal information with third parties on a one-off basis, for example, if:

- we sell or buy any business or assets (including our own), in which case we will disclose your personal data to the prospective seller or buyer of such business or assets
- we are under a duty to disclose or share your personal data in order to comply with any 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 others. This

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includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction

### **How we keep your personal data safe**

We take every care to ensure that your personal data is kept secure. The security measures we take include:

- only storing your personal data on our secure servers
- only sharing your personal data within our company and/or our franchise network with those who have a genuine need to know it
- encrypting any sensitive information transmitted online
- keeping paper records to a minimum and ensuring that those we do have are stored in locked filing cabinets on our office premises
- maintaining up to date firewalls and anti-virus software to minimise the risk of unauthorised access to our systems
- implementing minimum security and data retention standards for our franchisees

Please remember that you are responsible for keeping your passwords secure. If we have given you (or you have chosen) a password which enables you to access certain parts of our websites or our App, you are responsible for keeping this password confidential. Please do not to share your passwords with anyone.

Unfortunately, sending information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of personal data sent to our website; you send us personal data at your own risk. Once we have received your personal data, we will use strict procedures and security features (some of which are described above) to try to prevent unauthorised access.

### **How we use your personal data for marketing**

We will add your details to our marketing database if:

- you make an enquiry about our services or our franchise network
- you buy our services
- you have told a third party that you would like them to pass us your contact details so that we can send you updates about our services

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- you have registered an account on one of our websites and/or registered to use our App and have indicated during the sign up process that you are happy to receive marketing communications

We may send you marketing communications by email, telephone or post.

You can ask us to only send you marketing communications by particular methods (for example, you may be happy to receive emails from us but not telephone calls), about specific subjects (for example you may wish to hear about our franchise opportunities but not our cleaning services) or you may ask us not to send you any marketing communications at all.

We may ask you to indicate your marketing preferences when you first register an account on one of our websites and/or register to use our App. You can check and update your current marketing preferences at any time by contacting us using the details set out in the [Who we are and how you can contact us](#) section above.

We may share your personal data with your local area franchisee for marketing purposes but we will never share your personal data with any third party outside our franchise network for marketing purposes unless you have given us your express consent to do so.

### **When we will send your personal data to other countries**

Your personal data may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") by us or by our sub-contractors. Where we, or our sub-contractors, use IT systems or software that is provided by non-UK companies, your personal data may be stored on the servers of these non-UK companies outside the EEA. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

### **How long we keep your personal data**

We only keep your personal data for as long as we actually need it. In practice this means that we will keep:

- details in relation to prospective franchisee enquiries for 6- months.
- contact details submitted via our site in relation to an enquiry about services will be transmitted immediately to our relevant franchisee and no record retained by us
- details submitted in relation to an application for full or part time cleaning work will be transmitted immediately to our relevant franchisee and no record retained by us
- if you register yourself on our website at [www.nationwidecleanerjobs.co.uk](http://www.nationwidecleanerjobs.co.uk) or register to use our App we will retain your data until you close your account



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- complaint records for 6-months

### CORRECTION/UPDATING PERSONAL INFORMATION

- For Franchisee enquirers if your information changes such as postcode or e-mail address, or if you no longer wish to receive Franchise information. we provide a way to correct or update your personal data: you may either contact us by e-mail at [sales@maid2clean.co.uk](mailto:sales@maid2clean.co.uk) or call us on 0701 0702 071.
- For Clients and Cleaners of the Franchisees, if your information changes such as postcode or e-mail address, or if you no longer wish to receive Franchise information. we provide a way to correct or update your personal data: you may either contact us by contacting the relevant franchise area on the telephone number and address at the bottom of their web page.

Please note that we may anonymise your personal data or use it for statistical purposes. We keep anonymised and statistical data indefinitely but we take care to ensure that such data can no longer identify or be connected to any individual.

### How you can make a complaint

If you are unhappy with the way we have used your personal data please contact us to discuss this using the contact details set out in the [Who we are and how you can contact us](#) section above or email [complaints@maid2clean.co.uk](mailto:complaints@maid2clean.co.uk)

You are also entitled to make a complaint to the Information Commissioner's Office which you can do by visiting [www.ico.org.uk](http://www.ico.org.uk). Whilst you are not required to do so, we encourage you to contact us directly to discuss any concerns that you may have and to allow us an opportunity to address these before you contact the Information Commissioner's Office.

### How we keep this policy up to date

We will review and update this policy from time to time. This may be to reflect a change in the goods or services we offer or to our internal procedures or it may be to reflect a change in the law.

The easiest way to check for updates is by looking for the latest version of this policy on our websites or you can contact us (see [Who we are and how to contact us](#)) to ask us to send you the latest version of our policy.

Each time we update our policy we will update the policy version number shown at the end of the policy and the date on which that version of the policy came into force.

This is policy version 2 which came into effect in February 2017.

## **MAID2CLEAN (FRANCHISE) LIMITED & ALL LOCAL FRANCHISED OPERATIONS**

### NOTIFICATION and CHANGES

If we change our Privacy Statement, we will post those changes on this page so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes.

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For questions about this Privacy Statement, for the franchise business contact:

MAID2CLEAN Franchise Limited  
Caiden House  
Canal Road, Timperley  
Altrincham  
Cheshire  
WA14 1TD

For the Franchisee operations contact the Franchisee at the address provided at the bottom of the Franchisee' website.

### **Maid2Clean Discrimination Policy**

#### 1. Introduction

Maid2Clean is committed to providing high quality service, for clients based on fairness and equality.

This Equalities Policy formalises our commitment to quality, effectiveness and efficiency underpinned by equality for users of our services and the cleaners who deliver them. This document represents our Equalities and Anti-Discrimination Policy in full as well as restating our long standing commitment to high quality services provided on the basis of fairness and equality.

#### 2. What is discrimination?

## **MAID2CLEAN (FRANCHISE) LIMITED & ALL LOCAL FRANCHISED OPERATIONS**

To discriminate is to treat a person more or less favourably on the basis of colour, nationality or ethnic origin, religion, culture, gender, marital, parental or property status, disability, age, sexuality, or other such category that is irrelevant to the individual's right to receive fair and equal treatment. It is generally recognised that discrimination can occur in many ways.

Discrimination on the basis of race, nationality, age, colour, ethnic origin, gender marital status and disability is unlawful. Discrimination can also be direct or indirect. Direct discrimination is deliberate. Indirect discrimination is where an act or failure to act, whether with intent or inadvertently, has a disproportionate impact on a particular group.

### **3. Statement of Intent**

At Maid2Clean we are committed to ensuring equality in the services we provide and in the way we register cleaners. The company wants to make sure that everyone is treated fairly, regardless of gender, race, disability, ethnic origin, marital status, age, religion, parental or property status or sexuality.

#### **Our Visions and Values**

Setting objectives, targets and goals:

Maid2clean will comply fully with the requirements of all relevant Equalities and Anti-Discrimination legislation.

### **4. Maid2clean as a Service provider**

Our commitments to you

We will:

Avoid discrimination when developing and delivering services.

Ensure equality when dealing with your complaints, comments and compliments.

### **6. Maid2clean as an Introducer**

We will maintain an environment where no individual is subject to discrimination or harassment on the grounds of race, colour, ethnic origin, nationality, gender, disability or marital status and on the non statutory grounds of religion, culture, age, (subject to normal retirement practises), parental or property status and sexuality. Maid2Clean is committed to a policy of equality both in the work place and when recruiting, selecting and promoting employees.

Our commitments to you:

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To ensure Maid2Clean maintains equalities for applicants and employees in the workplace we have made the following commitments:

We will:

Monitor recruitment procedures to ensure they are fair and meet the needs of our clients.

Ensure Franchisees are fully aware of our Equalities Policy, what it means for them and what responsibilities it entails.

Ensure new Franchisees are briefed on the Equalities Policy at their induction.

We will maintain records of the following:

Advertisements for vacancies by date advertised.

### **7. Communicating the Equalities Policy**

All new Franchisees will be informed of this policy during induction.

### **9. Responsibility for the Equalities Policy**

All Franchisees and others who work on their behalf have a duty to carry out the requirements and responsibilities outlined in this policy. nd

(b) which he/she knows or ought to know amounts to harassment of the other”.

Section 7 defines “harassment” as including a “course of conduct” causing alarm or distress and states that this must involve conduct of this nature on at least two occasions.

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## **Recruitment Policy**

Maid2clean has been trading since 1993 and presently (september 2015) provides work for 17,500 cleaners from all different backgrounds and nationalities. Tens of thousands of people apply each year. Competition is fierce for cleaning jobs in the domestic sector. Such is the demand for work that on average, 5% of applicants are selected for interview.

The policy of maid2clean is to recruit the best person for the job. Some of the criteria used (in no particular order) for selection of interview is:

1. Previous cleaning experience
2. Good attitude/work ethic
3. Can demonstrate reliability
4. Quality written references
5. Can provide two forms of identification, traceable to a UK address.

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6. Ease of contact e.g. e-mail, land line & mobile number
7. Proximity of cleaner to the present client demand
8. Flexibility of worker (e.g. where he/she can work)
9. Appropriate level of English sufficient to comprehend the Cleaner Handbook, Best Practice Guide and client instructions and written or verbal work related instructions.
10. Eligibility to work in the UK
11. Demonstrates honesty, reliability and integrity
12. Willing to work for one or two clients per week until more work becomes available.
13. DBS verification (if cleaner has one or client is willing to pay for one)
14. Ability to work throughout the year
15. Can provide a photograph for ID badge
16. Wants regular part-time work not full time hours

Following interview the agency will allocate placements where possible and continue to make client introductions to those cleaners that call us back with feedback on the status of clients and demonstrate the above attributes.