

Privacy Policy

Effective Date: 18th May 2026 V1.0

Core Principles: Environment, Health, and Hygiene

Operating Jurisdiction: United Kingdom (UK GDPR & Data Protection Act 2018)

Company No: 17252989

Pure Home Clean (“we”, “us”, or “our”) is committed to protecting the privacy and confidentiality of our clients, particularly given the sensitive, discreet nature of extreme cleaning, hoarding resolution, and decontamination services. This Privacy Policy outlines how we collect, use, store, and protect personal data across South and East Cumbria.

1. Data We Collect & Why We Need It

We only collect personal information necessary to deliver our specialised services, provide accurate quotes via our free surveys, and maintain regulatory compliance.

- **Contact Information:** Name, billing address, property address requiring service, telephone number, and email address. *Purpose: To arrange free surveys, execute cleaning contracts, and issue invoices.*
- **Property Information & Imagery:** Photographs or video footage of properties captured during our free survey or the cleaning process. *Purpose: To determine the correct risk tier (Tier 1–4), generate accurate quotes, brief our 2–3 technicians on safety hazards (RAMS), and provide "Before and After" verification for landlords or estate executors.*
- **Vulnerability & Health Disclosures:** Information regarding a client's physical health, mental health, or vulnerability (e.g., hoarding behaviours), often shared by the client, social services, or family members. *Purpose: To ensure our staff approach every job with appropriate empathy, dignity, and specialised safety adjustments.*

2. Legal Basis for Processing Data

Under the UK GDPR, we process your personal data using the following legal frameworks:

- **Performance of a Contract:** To carry out the property assessment and execute the agreed extreme cleaning services.
 - **Legal Obligation:** To issue legally mandated **Waste Transfer Notes (WTNs)** via the Environment Agency under our Upper-Tier Waste Carrier Licence.
 - **Legitimate Interests:** To protect the safety of our staff by reviewing property photos for hidden biohazards (e.g., sharps or gross filth) prior to entry.
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3. Absolute Discretion & Data Sharing

We maintain absolute confidentiality. We will **never** sell, rent, or trade your data. Your information is only shared under strict circumstances:

- **Operational Staff:** Our initial 2–3 technicians receive necessary property details and hazard imagery to execute safety protocols.
 - **Regulatory Authorities:** We share property addresses and client names with the Environment Agency or local Cumbrian councils (e.g., Westmorland and Furness Council) strictly when generating mandatory Waste Transfer Notes.
 - **Legal Representatives & Safeguarding:** If a job is commissioned by an estate executor, social services, or a court-appointed deputy, we share progress updates only with those legally authorised parties.
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4. Data Retention & Secure Storage

Given the sensitive nature of our work, we enforce strict security boundaries:

- **Anonymised Imagery:** All property imagery used for internal staff safety briefings or quote auditing is stored on secure, encrypted cloud servers. Images are never posted publicly or used for marketing unless explicit, written consent is granted by the property owner.
 - **Regulatory Records:** Personal data linked to commercial waste disposal and financial invoices is retained for **6 years** to comply with UK tax laws and Environment Agency auditing regulations.
 - **General Inquiries:** Contact data from inquiries or surveys that do not progress to a booking is permanently deleted after **6 months**.
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5. Your Rights Under UK GDPR

You hold the following rights regarding the personal data we maintain:

- **The Right of Access:** You can request a copy of all personal data we hold about you, including property images.
- **The Right to Rectification:** You can request that we correct any inaccurate contact or property details.
- **The Right to Erasure ("Right to be Forgotten"):** You can request that we delete your data, provided it does not conflict with our legal obligations to retain waste disposal records or financial tax history.

To exercise any of these rights, contact our Data Protection lead at info@purehomeclean.com and ensure the heading is marked 'Right to Erasure Request'. This will then be prioritised accordingly.

6. Privacy Policy Updates

We may update this policy periodically to reflect changes in local regulations or company scaling. Any updates will be published directly to our digital platforms with a revised effective date.

