

DIAMOND SWIFT CLEAN LTD

PRIVACY POLICY

ABOUT THIS POLICY

Diamond Swift Clean Ltd (“we”, “us” or “our”) is responsible for the personal information described in this Privacy Policy. This policy explains what information we collect, why we use it, who we may share it with and the rights available to you under UK data-protection law.

This policy applies to customers, prospective customers, website visitors and other people who contact or interact with our business.

INFORMATION WE COLLECT

Depending on how you interact with us, we may collect:

- Your name, address, telephone number and email address.
- Property, access and service information needed to provide a quotation or cleaning service.
- Booking, quotation, invoice and payment records.
- Messages, complaints, feedback and review information.
- Marketing preferences and consent records.
- Technical website information, such as IP address, browser type and cookie data.
- Photographs of cleaning work where permission has been given.

We may also receive information from another person arranging a service on your behalf.

HOW WE COLLECT INFORMATION

We may collect personal information when you:

- Contact us by telephone, email, website form or social media.
- Request a quotation or make a booking.
- Receive or pay for a cleaning service.
- Provide feedback, submit a complaint or leave a review.
- Use our website or interact with our online advertising.

We may also receive information from referral partners, booking platforms, payment providers or publicly available business sources where permitted by law.

HOW AND WHY WE USE INFORMATION

We may use personal information to:

- Respond to enquiries and prepare quotations.
- Confirm, manage and provide cleaning services.
- Process payments and maintain invoices and financial records.
- Communicate about bookings, access, changes and customer support.
- Handle complaints, protect our business and resolve disputes.
- Improve our services, website and business operations.
- Send marketing where permitted and allow you to opt out at any time.

Our lawful bases include performing or preparing to enter a contract with you, complying with legal obligations, pursuing legitimate business interests where these do not override your rights, and consent where required.

WHO WE SHARE INFORMATION WITH

Where necessary, we may share relevant information with:

- Employees and subcontractors providing the booked service.
- Website, email, cloud-storage and booking-system providers.
- Banks, payment providers, accountants and professional advisers.
- Insurers, legal advisers, regulators, law-enforcement bodies or public authorities where required.
- Marketing and review platforms where permitted.

We only share information where necessary and appropriate. We do not sell personal information.

INTERNATIONAL TRANSFERS

Some service providers may process or store information outside the United Kingdom. Where this happens, we will use providers and safeguards permitted under UK data-protection law, such as adequacy regulations or approved contractual protections.

HOW LONG WE KEEP INFORMATION

We keep personal information only for as long as reasonably necessary:

- Enquiries that do not result in a booking may be kept for up to 12 months.
- Booking, customer, quotation, invoice and payment records may be kept for up to six years after the relevant transaction to meet legal, tax and record-keeping requirements.
- Complaint and dispute records may be kept until the matter and any relevant legal period

have ended.

- Marketing information is kept until you opt out or it is no longer required.

Information will then be securely deleted or anonymised where appropriate.

HOW WE PROTECT INFORMATION

We use reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

Access is limited to people and service providers who reasonably need the information for their work. However, no electronic storage or transmission system can be guaranteed to be completely secure.

COOKIES

Our website may use cookies and similar technologies to operate correctly, remember preferences, understand website use and support marketing.

Essential cookies may operate automatically. Where consent is legally required for non-essential cookies, we will request it before using them. You can manage cookies through the website banner or your browser settings.

YOUR DATA-PROTECTION RIGHTS

Depending on the circumstances, you may have the right to:

- Request access to your personal information.
- Ask us to correct inaccurate or incomplete information.
- Ask us to erase or restrict the use of information.
- Object to certain uses, including direct marketing.
- Request transfer of information in a portable format.
- Withdraw consent at any time where processing relies on consent.

These rights are not absolute and legal exceptions may apply. You will not normally be charged for exercising your rights.

MARKETING

We may contact existing or prospective customers about relevant services where we have consent or another lawful basis permitted by direct-marketing rules.

You can opt out at any time by using an unsubscribe option or contacting us. Opting out of marketing will not stop essential messages about quotations, bookings, payments or services.

QUESTIONS AND COMPLAINTS

If you have a question, rights request or complaint about how we use personal information, please contact us using the details below. We will acknowledge data-protection complaints within 30 days and investigate them without undue delay.

If you remain dissatisfied, you may complain to the Information Commissioner's Office:

Website: ico.org.uk/make-a-complaint

Telephone: 0303 123 1113

CHANGES TO THIS POLICY

We may update this Privacy Policy when our services, systems or legal obligations change. The latest version will be published on our website with its effective date.

We encourage you to review this policy periodically.

CONTACT US

Diamond Swift Clean Ltd

Company No. 17351675

Email: office@diamondswiftclean.co.uk

Telephone: 07356 062226

Website: diamondswiftclean.co.uk | Effective date: 25 July 2026