

Privacy Policy for Natural Touch

Effective Date: 20/01/2025



Natural Touch ("we," "us," or "our") is committed to protecting the privacy and personal data of our customers in compliance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and other relevant laws. This Privacy Policy explains how we collect, use, store, and protect your personal data.

1. Data We Collect

We may collect and process the following types of personal data:

Identity Information: Your name.

Contact Information: Your email address, phone number, and address (for service locations).

Customer Preferences: Information about the frequency of services, type of service required, and any special instructions.

Technical Information: IP address, browser type, and usage data if you interact with our website.

We may also collect **other personal data** that you provide to us voluntarily during communications (e.g., inquiries, feedback, or additional details required to deliver our services) or as required to comply with legal or contractual obligations.

2. How We Use Your Data

We collect and use your data for the following purposes:

To provide and manage our window cleaning services.

To communicate with you, including scheduling services and responding to inquiries.

To send updates, promotional offers, or important information related to your services (if you have opted in).

To comply with legal obligations, such as financial record-keeping.

We will only use your data where there is a lawful basis to do so, such as fulfilling a contract, obtaining your consent, or complying with legal requirements.

3. Payments and Financial Information

We do not collect, process, or store any payment details. Payments are securely processed via **GoCardless**, an independent third-party platform. When you set up a payment, your financial information is handled directly by GoCardless in accordance with their privacy policy, which can be found at <https://gocardless.com/privacy/>.

4. How We Share Your Data

We may share your data with the following third parties when necessary:

Payment Processors: GoCardless, to process and manage your direct debits securely.

Service Providers: Companies or contractors that assist in delivering our services (e.g., IT providers or booking platforms).

Legal Authorities: If required by law or to enforce our Terms of Service.

We never sell or rent your personal data to third parties.

5. Data Retention

We retain your personal data only for as long as necessary:

Service Records: Retained for the duration of your contract and up to 6 years after, for tax and legal purposes.

Marketing Data: Retained until you opt out or withdraw consent.

6. Data Security

We take appropriate technical and organizational measures to protect your personal data, including secure storage of physical and electronic records, encryption of sensitive information during communication, and restricted access to personal data on a need-to-know basis.

7. Your Data Protection Rights

Under GDPR, you have the following rights:

Access: You can request a copy of the personal data we hold about you.

Correction: You can request corrections to incomplete or inaccurate data.

Erasure: You can request deletion of your personal data where we have no lawful basis to retain it.

Restriction: You can request we limit how we process your data.

Data Portability: You can request a copy of your data in a structured, machine-readable format.

Objection: You can object to processing based on legitimate interests or for direct marketing.

To exercise your rights, contact us at helpinghands@naturaltouchnewark.co.uk.

8. Marketing Communications

We will only send you promotional messages if you have opted in to receive them. You can opt out at any time by clicking "Unsubscribe" in marketing emails or contacting us directly at helpinghands@naturaltouchnewark.co.uk.

We may use your data as part of **aggregated and anonymized datasets** for internal analysis, such as improving our marketing strategies, identifying trends, or enhancing our services. These datasets will not include information that can directly identify you.

9. Cookies

If you use our website, we may collect data through cookies. For more information, refer to our **Cookie Policy** (if applicable).

10. Third-Party Links

Our website or emails may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites.

11. Updates to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on our website with the updated effective date. Please review this Policy regularly to stay informed about how we protect your data.

12. Contact Us

If you have any questions, concerns, or complaints about this Privacy Policy or your personal data, please contact us:

Natural Touch
helpinghands@naturaltouchnewark.co.uk
01636 233 214
www.naturaltouchnewark.co.uk

If you believe your data has been mishandled, you can also lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk.