



# POLICIES & **PROCEDURES**

**Privacy Notice**  
(GDPR and DPA 2018) (UK)



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## Privacy Notice

This Notice relates directly to the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

This privacy notice provides information on how SM gathers, uses, discloses and manages your personal data. At all times we will comply with current data protection laws. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

Personal data is information that relates to an identified or identifiable individual. If it is possible to identify an individual directly from the information that we are processing, that information may be deemed to be personal data.

### 1. Important information and who we are

SM Cleaning & Support Services Limited is a provider of commercial cleaning services, established in 2010.

Danny Steele is the Controller and responsible for your personal data.

When we mention "SM", we are referring to the relevant company SM Cleaning & Support Services Ltd

If you have any questions about this privacy notice or our data protection practices, please contact Danny Steele the data privacy manager.

### CONTACT DETAILS

Company Name:	SM Cleaning & Support Services Limited
Company Registration Number:	07361786
Contact:	Danny Steele (MD)
Email address:	<a href="mailto:danny@smcleaningsupport.co.uk">danny@smcleaningsupport.co.uk</a>
Postal address:	13-15 High Street, St Mary's Cray, Orpington, Kent BR5 5NL
Telephone number:	0208 469 4000

## 2. The data we collect about you

Data may be sourced from direct interactions, automated interactions, 3<sup>rd</sup> parties, data available in the public domain.

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data (eg name and DOB)
- Contact Data (eg delivery address, billing address, email address and phone numbers)
- Financial Data (eg bank account details)
- Transaction Data (services and payments to/from you)
- Technical Data (eg login data, IP address)
- Profile Data (eg usernames, passwords, preferences)
- Usage Data (eg how you use our services)
- Marketing and Communications Data

## 3. How we use your personal data (Purpose of Processing)

We must have a legal basis to process your personal data, and include:

Your consent

Where we have a legitimate interest

To comply with legal obligation that we have

To fulfil a contractual obligation that we have with you

We will only use your personal data for the purpose for which we collected it which include the following:

- To register you as a new customer.
- To process and deliver your order.
- To manage your relationship with us.
- To enable you to participate in a prize draw, competition or complete a survey.
- To improve our website, products/services, marketing or customer relationships.
- To recommend products or services which may be of interest to you.

## 4. How we share your personal data

We may share your personal data with external third parties.

We have no reason to transfer your personal data outside of the EEA.

## 5. How long we keep your personal data

Data is only stored for as long as it is required to deliver our services or as required by law and for the purposes for which it was collected.

You may request that your data is removed 'Right to be Forgotten' under Article 17 of the UK GDPR.

## 6. Data security

We have appropriate IT and physical security measures in place to protect your data.

## 7. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data including the right to receive a copy of the personal data we hold about you. You

have the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). Our registration number is ZB725333.

## 8. Further details

If you are looking for more information, please do not hesitate to contact the undersigned.

*D Steele*

Danny Steele  
**Managing Director**  
SM Cleaning & Support Services Limited

Date: 11.03.2024

Review Date: 07.03.2025