

HOCAL LTD

CLEANING SERVICES

Privacy Policy

This Privacy Policy explains how HOCAL Ltd collects, uses, stores, and protects your personal data when you use our website, contact us, or receive our cleaning services. We are committed to protecting your privacy and handling your data in accordance with UK data protection law.

Data Controller: HOCAL Ltd

Registered Address: 40 Gurney Street, Darlington, DL1 2HR

Email: info@hocal.co.uk

Phone: 0330 133 3263

Effective Date: February 2026

This policy applies to all personal data collected through our website (www.hocal.co.uk), by telephone, email, social media, or in person.

1. What Personal Data We Collect

We may collect and process the following personal data:

- **Contact information:** name, email address, phone number, postal address
- **Property details:** address of premises to be cleaned, access instructions, key/code details
- **Service details:** type of clean requested, dates, special requirements or instructions
- **Payment information:** bank details for BACS transfers, card payment records (processed securely through our payment provider)
- **Communication records:** emails, messages, phone call notes, and correspondence relating to bookings, quotes, or complaints
- **Website data:** IP address, browser type, pages visited, and cookies (see Section 9)
- **Business contact data (commercial clients):** company name, job title, business address, accounts department contact details
- **Feedback and reviews:** any testimonials, reviews, or feedback you provide

We do not collect sensitive personal data (such as health information, religious beliefs, or biometric data) unless you voluntarily provide it — for example, informing us of allergies or health conditions that may affect the cleaning products we use.

2. How We Collect Your Data

We collect personal data in the following ways:

- Directly from you — when you fill in our website contact form, call us, email us, message us on social media, or provide information in person
- Through our website — via cookies and analytics tools when you browse our site
- From third parties — such as letting agents, property managers, or estate agents who book services on your behalf, or review platforms where you leave feedback

3. Why We Use Your Data (Purposes & Legal Basis)

Under the UK GDPR, we must have a lawful basis for processing your personal data. We rely on the following:

Purpose	Data Used	Legal Basis
Providing quotes and booking services	Name, contact details, property address, service requirements	Contract — necessary to fulfil your booking
Carrying out cleaning services	Property access details, special instructions, keys/codes	Contract — necessary to deliver the agreed service
Processing payments and invoicing	Name, payment details, billing address	Contract — necessary to process payment
Communicating with you about your booking	Name, email, phone number	Contract — necessary to manage the service
Sending follow-up satisfaction surveys	Name, email	Legitimate interest — to improve our service quality
Marketing communications (e.g. offers, seasonal promotions)	Name, email	Consent — only with your explicit opt-in
Responding to complaints and resolving disputes	Name, contact details, service records	Legal obligation & legitimate interest
Complying with legal and tax obligations	Name, payment records, invoices	Legal obligation — HMRC, Companies House
Website analytics and improvement	IP address, cookies, browsing data	Legitimate interest — to improve our website

4. Marketing Communications

4.1. We will only send you marketing emails, text messages, or promotional materials if you have given us explicit consent to do so.

4.2. You can opt out of marketing communications at any time by clicking the “unsubscribe” link in any email, replying STOP to any text message, or contacting us at info@hocal.co.uk.

4.3. Opting out of marketing will not affect any service-related communications (e.g. booking confirmations, invoices, or appointment reminders).

5. Who We Share Your Data With

We do not sell, rent, or trade your personal data. We may share your data with the following third parties only where necessary:

- **Payment processors:** to securely process card payments
- **Insurance providers:** in the event of a claim relating to accidental damage during a Cleaning Visit
- **Accountants and tax advisors:** for financial reporting and compliance with HMRC requirements
- **Website hosting and analytics providers:** such as Snapps AI (website platform) and Google Analytics (anonymized website usage data)
- **Letting agents or property managers:** where they have instructed us on your behalf and require confirmation of service completion

- **Legal or regulatory authorities:** where required by law or to protect the Company's legal rights

All third parties who process data on our behalf are required to handle your data securely and in accordance with UK data protection law.

6. How Long We Keep Your Data

We retain your personal data only for as long as necessary for the purposes described in this policy:

- **Client records (name, address, service history):** 6 years from last service, in line with HMRC requirements
- **Financial records and invoices:** 6 years, as required by UK tax law
- **Marketing consent records:** until you withdraw consent
- **Website analytics data:** 26 months (Google Analytics default)
- **Complaints and dispute records:** 6 years from resolution
- **Key/access details:** deleted within 7 days of service completion or contract termination

After the retention period, your data will be securely deleted or anonymized.

7. Your Rights Under UK GDPR

Under UK data protection law, you have the following rights:

- **Right of access:** You can request a copy of the personal data we hold about you (known as a Subject Access Request).
- **Right to rectification:** You can ask us to correct any inaccurate or incomplete data.
- **Right to erasure (“right to be forgotten”):** You can ask us to delete your data where there is no compelling reason for us to continue processing it.
- **Right to restrict processing:** You can ask us to limit how we use your data in certain circumstances.
- **Right to data portability:** You can request that we transfer your data to another service provider in a commonly used, machine-readable format.
- **Right to object:** You can object to processing based on legitimate interests, including direct marketing.
- **Right to withdraw consent:** Where we rely on consent as the legal basis, you can withdraw it at any time without affecting the lawfulness of processing carried out before withdrawal.

To exercise any of these rights, please contact us at info@hocal.co.uk. We will respond to your request within 30 days. If we need more time, we will explain why and keep you informed.

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

ICO Website: www.ico.org.uk

ICO Helpline: 0303 123 1113

8. How We Protect Your Data

We take the security of your personal data seriously and have implemented appropriate measures to protect it, including:

- Secure, password-protected devices and systems for storing client records
- Encrypted communication channels for sensitive information
- Limited access — only authorized personnel can access client data on a need-to-know basis

- Secure disposal of physical documents containing personal data (shredding)
- Regular review of data security practices

In the unlikely event of a data breach that poses a risk to your rights and freedoms, we will notify the ICO within 72 hours and inform you without undue delay, as required by UK GDPR.

9. Cookies

Our website uses cookies — small text files stored on your device — to help us understand how visitors use our site and to improve your browsing experience.

The types of cookies we use include:

- **Strictly necessary cookies:** Required for the website to function properly (e.g. form submissions, security). These cannot be disabled.
- **Analytics cookies:** Help us understand how visitors interact with our website (e.g. Google Analytics). These cookies collect anonymized data such as pages visited and time spent on the site.
- **Functionality cookies:** Remember your preferences (e.g. language, region) to provide a more personalized experience.

When you first visit our website, you will be asked to accept or reject non-essential cookies via a cookie consent banner. You can change your cookie preferences at any time through your browser settings.

For more information about cookies and how to manage them, visit www.allaboutcookies.org.

10. Links to Third-Party Websites

Our website may contain links to external websites (e.g. social media profiles, review platforms). We are not responsible for the privacy practices or content of these external sites. We encourage you to read the privacy policies of any third-party sites you visit.

11. Children's Data

Our services are not directed at children under the age of 18. We do not knowingly collect personal data from children. If we become aware that we have inadvertently collected data from a child, we will delete it promptly.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or regulatory guidance. Any changes will be published on this page with an updated effective date. For significant changes, we will make reasonable efforts to notify you directly (e.g. by email).

We encourage you to review this policy periodically.

13. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data rights, or have concerns about how we handle your personal data, please contact us:

Email: info@hocal.co.uk

Phone: 0330 133 3263

Post: HOCAL Ltd, 40 Gurney Street, Darlington, DL1 2HR

We aim to respond to all privacy-related enquiries within 5 working days.

HOCAL Ltd

Registered in England and Wales

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Last updated: February 2026