WEBSITE LEGAL POLICIES

Privacy Policy / Cookie Policy / Website Terms & Conditions

Prepared for

Hey Safe Cleaning Solution Ltd
Trading as HEY Service Group

Company number: 06245290 | Registered in England and Wales

Registered office: 2a Brindley Way, Wakefield, West Yorkshire, WF2 0XQ

Website: www.heyservicegroup.co.uk | Telephone: 01924 856390

ISSUE 1.0 • 18 NOVEMBER 2026

Review copy for company approval and legal sign-off before publication.

Document guide

This pack contains three separate website policies written for Hey Safe Cleaning Solution Ltd (trading as HEY Service Group). Each policy begins on a new page and can be copied to its corresponding website page after review.

01 Privacy Policy

Explains what personal information the business collects from website visitors, enquirers, prospective customers and business contacts; why it is used; and individuals' rights.

02 Cookie Policy

Explains cookies, analytics, advertising technologies and visitor choices. The live cookie inventory and consent tool must be checked before the policy is published.

03 Website Terms & Conditions

Covers use of the public website and the status of online enquiries. It deliberately does not replace a separately agreed commercial quotation, purchase order or service contract.

04 Internal publication checklist

A practical verification list for HEY. This final section is not intended for the public website and should not be copied into any policy page.

Publication note. These are tailored draft policies, not a guarantee of legal compliance. A qualified UK solicitor/privacy adviser should review them alongside the live website, cookie setup, actual data practices and commercial contract terms before HEY publishes them.

POLICY 01

Privacy Policy

Effective date: 18 November 2026 | Website: www.heyservicegroup.co.uk

Hey Safe Cleaning Solution Ltd, trading as HEY Service Group ("HEY", "we", "us" or "our"), respects the privacy of individuals who visit our website, contact us about our services or communicate with us in a business capacity. This notice describes how we handle personal information under the UK GDPR, Data Protection Act 2018 (as amended) and other applicable UK data protection rules.

1 Who we are

The data controller for personal information covered by this notice is Hey Safe Cleaning Solution Ltd, trading as HEY Service Group, company number 06245290, registered in England and Wales. Our registered office is 2a Brindley Way, Wakefield, West Yorkshire, WF2 0XQ.

Contact us about privacy or data protection: info@heyservicegroup.co.uk; 01924 856390; or write to the registered office above.

2 Who this notice covers

This notice applies to visitors to www.heyservicegroup.co.uk; people who submit website or telephone enquiries; customers and their representatives; suppliers and prospective business contacts; and people who communicate with us in connection with our services. Separate notices may apply to employees, recruitment applicants or specific services.

3 Information we may collect

- Contact and business information: name, job title, employer, business email address, telephone number and business or site address.
- Enquiry and project information: requested service, site location, scope, survey details, correspondence, quotation information and relevant documents or photographs you provide.
- Customer and supplier records: company contact details, contract administration, payment-related records and correspondence relating to services.
- Website and device information: IP address, approximate location, browser/device type, pages viewed, interactions, cookie preferences and technical logs, depending on the tools enabled on the site.
- Marketing preferences and suppression records: the types of contact you agree to receive, any opt-out request and the minimum information necessary to honour that choice.

Please avoid submitting unnecessary sensitive personal information through our general enquiry forms. If sensitive information is needed for a particular matter, we will handle it under an appropriate legal basis and any additional safeguards required by law.

4 Where information comes from

We obtain information directly from you through our forms, calls, emails, meetings and projects. In a business-to-business context, we may also receive contact details from your employer, colleagues, referrals, professional networks, public business websites, directories or other lawful sources. We may receive technical information from website hosting, analytics or security services where these are operating on our site.

5 What we use information for and the lawful bases

We use personal information only where an appropriate lawful basis applies. The basis can differ depending on the relationship and activity.

Purpose	Typical lawful basis
Respond to enquiries, discuss requirements, arrange surveys and provide quotes	Legitimate interests in responding to business enquiries; or steps taken at an individual's request before entering into a contract where applicable.
Provide services, manage projects, maintain customer records and communicate with contacts	Contract where the individual is a party; otherwise legitimate interests in managing B2B relationships and delivering agreed services.
Keep invoices, finance, tax, safety and compliance records	Legal obligation where applicable; otherwise legitimate interests in sound administration and protecting legal rights.
Operate, secure and improve the website and respond to technical faults	Legitimate interests in site security and operation; consent or a valid PECR exception for device storage/access technologies, as applicable.
Send relevant business marketing and manage marketing preferences	Legitimate interests where lawful, or consent where required by PECR or the UK GDPR; individuals can object to direct marketing at any time.
Handle complaints, requests, disputes and legal claims	Legal obligation where applicable; otherwise legitimate interests in resolving issues and establishing or defending legal rights.

6 Direct marketing and your right to object

We may contact corporate business representatives about relevant services where permitted by law. We assess the appropriateness of contacting each audience, respect the Privacy and Electronic Communications Regulations 2003 (PECR), and do not assume that a publicly available address is automatically suitable for marketing. Consent is obtained where legally required, including for relevant individual subscribers.

Your direct marketing objection is absolute. You may tell us at any time that you do not want direct marketing. We will stop using your personal information for that purpose and maintain a limited suppression record so we do not contact you again. Contact info@heyservicegroup.co.uk or use an opt-out method included in the communication.

7 Website analytics, cookies and advertising

Our website may use analytics, cookie-consent, advertising measurement or similar technologies. Their use, purposes, consent requirements and controls are described in our Cookie Policy. Technologies that are not essential must not be activated without the consent or other specific PECR exception required by law. A provider's use of data for advertising or profiling is not assumed to fall within a limited statistical analytics exception.

8 Who receives information

Where necessary for the purposes above, we may share personal information with authorised employees, group support functions where justified, subcontractors involved in delivering services, IT and website hosting providers, CRM and business software suppliers, email and communications providers, payment/accounting advisers, insurers, professional advisers, regulators and other parties where legally required. We use appropriate contracts and security measures where third parties process information on our behalf.

We do not sell personal contact information to data brokers. Sharing with another independent controller, if required, will be assessed against the applicable legal requirements.

9 Transfers outside the United Kingdom

Some service providers may store or access information outside the UK. Where a transfer is restricted under UK data protection law, we will rely on an applicable UK adequacy regulation or use appropriate safeguards, such as approved contractual arrangements, and carry out any assessments required. You may contact us for further information about safeguards relevant to your information.

10 How long we keep information

We retain information for no longer than necessary for the purpose for which it was collected. The period depends on whether an enquiry becomes an ongoing customer relationship, applicable contract and accounting duties, relevant limitation periods, the need to resolve a complaint or dispute, and security requirements. We periodically review dormant enquiry records and remove or anonymise information when no longer needed. We may retain minimal suppression records for as long as reasonably necessary to prevent unwanted marketing.

11 Your rights

Subject to applicable conditions and exemptions, you may have the right to request access to your personal information, correction of inaccurate data, erasure, restriction of use, portability of data and to object to

certain processing. Where we rely on consent, you can withdraw it at any time without affecting earlier lawful processing. You can also ask us how we reached decisions that significantly affect you if relevant automated processing applies.

To exercise a right, email info@heyservicegroup.co.uk. We may ask for information needed to verify identity or authority before disclosing personal information. We will respond within applicable legal timescales.

12 Complaints

If you are concerned about our use of personal information, contact us using the details above. We will acknowledge a data protection complaint within the legally required period, investigate it and communicate our outcome. You also have the right to complain to the Information Commissioner's Office (ICO) at www.ico.org.uk. You do not need our permission to contact the ICO.

13 Security and third-party websites

We take proportionate technical and organisational steps to protect information from unauthorised access, loss, misuse and accidental disclosure. No online transfer can be guaranteed completely secure. Our website may link to independent third-party sites, which have their own privacy practices; please review their notices.

14 Updates to this notice

We may update this notice when our activities, suppliers or legal requirements change. The current version will be published on this website with its effective date. Material changes will be highlighted or communicated where appropriate.

POLICY 02

Cookie Policy

Effective date: 18 November 2026 | Website: www.heyservicegroup.co.uk

This Cookie Policy explains how Hey Safe Cleaning Solution Ltd, trading as HEY Service Group, uses cookies and similar storage or access technologies on www.heyservicegroup.co.uk, why they may be used, and the choices available to visitors. It should be read alongside our Privacy Policy.

1 What cookies and similar technologies are

Cookies are small files stored on a device by a website. Comparable technologies include local storage, pixels, tags and tools that read information from a device. Some support the service a visitor requests, while others measure use of the site or support advertising.

2 Types of technology on our website

Category	What it does	Choice
Essential / security	Supports core website functions, security, load management and remembering privacy choices.	Usually permitted without consent where the specific PECR exemption applies.
Statistics / analytics	Helps measure page use, visitor journeys and website performance.	Requires consent unless the limited statistical purposes exception applies and its information/objection safeguards are met.
Preferences / appearance	Remembers applicable display preferences or requested personalisation.	Consent or a specific exception, where available, with the required information and objections mechanism.
Advertising / attribution	Helps measure ad campaigns or enables advertising and remarketing activity.	Consent is generally required before non-essential device storage/access.

3 Consent, exceptions and visitor choices

We request consent before placing or accessing non-essential technology where consent is required. Declining optional technologies will not prevent access to the core website. You should be able to withdraw or update consent with comparable ease to giving it through the site's cookie preferences control; you can also adjust browser settings.

Current UK rules allow limited exceptions, including technologies strictly necessary for a service requested by a visitor and a narrow exception for collecting website statistics solely to improve the service. A statistical exception cannot automatically be used for advertising attribution, visitor profiling or unrelated sharing: it also requires clear information and a simple, free way to object. We will rely on an exception only where its conditions are met.

4 Service providers and the cookie inventory

Our website is operated using third-party website infrastructure and may contain analytics and advertising tags, depending on the integrations that are enabled. Such providers can include the website platform, a consent management provider, Google Analytics and Google Ads. Our cookie preferences or declaration facility should show the individual cookies and similar technologies enabled on the Website, including each provider, purpose and lifetime. You can also request that information from us using the contact details below.

The specific technologies actually active may vary over time, so the cookie declaration must be maintained whenever tags, plugins or advertising services are changed. We do not treat all analytics cookies as automatically exempt from consent.

5 How to change or withdraw your choices

Use the cookie settings or privacy preferences control on this website to change optional cookie categories. If that control is unavailable or you need help, contact info@heyservicegroup.co.uk. You can also remove cookies or block them through your browser; disabling some technologies may affect optional functionality. Browser deletion does not replace the need for the site to honour a recorded refusal or objection.

6 Third parties and international access

Some technology providers may process information as independent controllers or processors, depending on the service. Their notices may explain additional uses of information. Where personal information is transferred outside the UK, appropriate UK data protection rules and safeguards apply as described in the Privacy Policy.

7 Updates and contact

We may revise this policy when technology, suppliers or legal requirements change. The version published on this site will show its effective date. Questions about cookies or privacy choices may be sent to info@heyservicegroup.co.uk or to 2a Brindley Way, Wakefield, West Yorkshire, WF2 0XQ.

POLICY 03

Website Terms & Conditions

Effective date: 18 November 2026 | Website: www.heyservicegroup.co.uk

These terms govern access to and use of www.heyservicegroup.co.uk (the "Website"). The Website is operated by Hey Safe Cleaning Solution Ltd, trading as HEY Service Group ("HEY", "we", "us", "our"). By using the Website you agree to comply with these website terms. If you do not agree, please stop using the Website.

1 Company information

Hey Safe Cleaning Solution Ltd (trading as HEY Service Group) is a private limited company registered in England and Wales under company number 06245290. Registered office: 2a Brindley Way, Wakefield, West Yorkshire, WF2 0XQ. Telephone: 01924 856390. Email: info@heyservicegroup.co.uk.

2 Purpose and status of the Website

The Website provides information about specialist cleaning, ventilation hygiene, fire compliance, water hygiene and related services, and allows visitors to contact us or request information. Website content is general information and is not a site-specific technical assessment, statutory certificate or guarantee of compliance.

These website terms do not, by themselves, form the contract for cleaning, testing, remedial work, installation or any other service. The scope, price, timing, cancellation provisions, responsibilities and liability for services will be governed by the separate written quotation, order confirmation, contract or applicable service terms agreed for that work. Where those agreed documents conflict with these website terms in relation to services, the agreed service contract takes precedence.

3 Enquiries, quotations and bookings

Submitting an enquiry form, contacting us or receiving an automated acknowledgement does not itself create a binding obligation on HEY to supply services. Any indication of price or availability on the Website is illustrative unless expressly confirmed in a written quotation. We may need a survey, risk information, access details or other site information before agreeing a scope and quotation.

A booking or service commitment arises only when accepted in accordance with the relevant quotation or contract. Unless an agreed service document says otherwise, the Website does not impose a universal 24-hour cancellation rule, automatic cancellation charge or blanket refund policy.

4 Acceptable use and website security

You must use the Website lawfully. You must not attempt unauthorised access, interfere with its availability or security, introduce malicious code, scrape content in a way that breaches applicable law or our rights,

impersonate another person, or submit false or misleading information. We may restrict access or take appropriate action where misuse creates a security or legal risk.

5 Information supplied by visitors

When you provide text, site information, photographs or documents through the Website, you confirm that you are authorised to provide them and that doing so does not infringe another person's rights. You grant us permission to use that information for handling the enquiry and providing or quoting for relevant services, subject to our Privacy Policy and applicable confidentiality commitments. Do not upload information that is not reasonably required for the request.

6 Accuracy of information and technical matters

We seek to keep Website information current, but service descriptions, examples, accreditations, guidance and indicative outcomes may change. Compliance standards and statutory duties depend on the premises, systems, location and the circumstances of the work. You should obtain an appropriate survey or professional assessment before acting on technical or safety-related information, and should not rely solely on general Website content for a compliance decision.

7 Intellectual property

Except where stated otherwise, the Website and its text, designs, branding, photographs, videos and other materials are owned by or licensed to HEY and are protected by intellectual property laws. You may view and print limited material for your own legitimate business reference, but may not republish, commercially exploit or remove ownership notices without written permission. Third-party trade marks belong to their owners.

8 Third-party websites and services

The Website may link to independent websites or third-party services. Links are provided for convenience and do not amount to an endorsement or guarantee. We are not responsible for their content or operation, although nothing in this clause affects a liability that cannot legally be excluded.

9 Website access and changes

We may update, suspend or discontinue the Website and do not promise uninterrupted or error-free access. Revised website terms apply to later use of the Website only. Existing service contracts change only in accordance with their own terms.

10 Liability and statutory rights

Nothing in these website terms excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability or right that cannot legally be excluded or restricted.

To the extent permitted by law, the Website is supplied for general information and communication purposes, without a promise that its content will meet every particular requirement. For business users, we are not responsible for purely indirect or consequential losses arising solely from use of the Website where such a limitation is lawful and reasonable in the circumstances. Any liability arising from an agreed service contract is addressed in that contract, not capped by these website terms.

If you access the Website as a consumer, nothing in these terms removes any rights or remedies you have under applicable consumer protection law. We do not exclude liability where such an exclusion would be unfair or unlawful.

11 Privacy and cookies

Our Privacy Policy explains how personal information is handled, and our Cookie Policy explains relevant storage/access technologies and choices. Cookie consent is requested and managed separately from agreement to these website terms.

12 Governing law and disputes

These website terms are governed by the law of England and Wales. Courts in England and Wales will generally have jurisdiction for disputes concerning the Website, subject to mandatory rights of consumers and any applicable jurisdiction rules. The governing law and dispute provisions for services may be separately specified in an agreed service contract.

13 Contact us

If you have a question about the Website or these terms, contact info@heyservicegroup.co.uk, call 01924 856390, or write to Hey Safe Cleaning Solution Ltd, 2a Brindley Way, Wakefield, West Yorkshire, WF2 0XQ.

INTERNAL ONLY - NOT FOR PUBLICATION

Publication & Legal Review Checklist

Effective date: 18 November 2026 | Website: www.heyservicegroup.co.uk

Complete these checks before replacing existing website pages. They are operational checks and are not part of the public legal policies.

☐ **Registered details.** The legal name, registered number 06245290 and WF2 0XQ postcode have been cross-checked with Companies House. Confirm the business email info@heyservicegroup.co.uk is monitored for privacy complaints and rights requests.

☐ **Cookie audit.** Run an up-to-date cookie/tag scan of www.heyservicegroup.co.uk; record cookie names, providers, exact purposes, expiry, first/third-party status, transfers and legal route. Make the current declaration visible from the site.

☐ **Consent and objection controls.** Confirm non-essential advertising tags do not run before consent. If claiming the 2025 statistical purposes exception for analytics, document the narrow purpose, processor relationship, clear notice and simple free objection control.

☐ **Google tags and domains.** Check whether analytics or ads tags installed on heyservicegroup.co.uk are linked to the older www.theheygroup.net stream or are double-counting across domains.

☐ **Privacy operations.** Confirm the listed processing activities are accurate, including data flow from website forms into Duda, email systems, quotation software, CRM or BigChange. Document processors and international transfers.

☐ **Marketing records.** Make sure prior opt-outs and objections are in a central suppression list, properly checked before any outbound marketing; assess PECR subscriber status and the UK GDPR lawful basis.

☐ **Data retention.** Approve a written schedule for enquiries, contracts, invoices, site photos, marketing records and logs. Replace broad criteria with published periods wherever feasible, and ensure systems enforce retention.

☐ **Complaint procedure.** Assign an owner for privacy rights and data protection complaints. The ICO guidance requires acknowledging a data protection complaint within 30 days; train staff to recognise marketing objections promptly.

☐ **Footer and policy links.** Ensure all footer, cookie-banner and contact-form policy links open the approved HEY-hosted policies; remove inconsistent third-party generic policy text and old WF2 0SQ references.

☐ **Contracts.** Have a UK commercial solicitor review quotation conditions, service cancellation, payment, insurance, limitations of liability and any separate product sales terms. The website terms alone do not govern those contracts.

☐ **Recruitment and other sites.** Confirm a separate applicant notice where required and review each other group/product website independently; policies for this site should not be assumed to cover external online shops or international franchise pages.

☐ **Final approval.** Record the approval date and responsible officer, ask UK legal/privacy advisers to sign off, then publish all three policies with working links and update the dates on the live site.

Public sources reviewed

These links support the legal review and internal checks; they are not intended for inclusion within the public policies.

Companies House – company 06245290: https://find-and-update.company-information.service.gov.uk/company/06245290

ICO – Privacy information requirements: https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/individual-rights/the-right-to-be-informed/what-privacy-information-should-we-provide/

ICO – B2B direct marketing: https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/business-to-business-marketing/

ICO – Storage and access technologies (2026): https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-the-use-of-storage-and-access-technologies/

ICO – Data protection complaints: https://ico.org.uk/for-organisations/how-to-deal-with-data-protection-complaints/

CMA – Fair contracts: https://www.gov.uk/guidance/writing-a-fair-contract-for-customers