

Privacy Policy – Thyme & Tidy

Last updated: 27 October 2025

1. Introduction

Thyme & Tidy (“we”, “our”, “us”) is a family-run, eco-friendly domestic cleaning service based in Chard, Somerset. This Privacy Policy explains how we collect, use, store, protect, and share the personal information you provide when you book or inquire about our services. By using our website, email, phone, or any other communication channel, you consent to the practices described below.

2. Information We Collect

Category	Examples	Purpose
Contact details	Name, email address, telephone number	To communicate appointment details, confirmations, reminders, and respond to enquiries.
Service details	Requested cleaning service(s), frequency, location, special instructions, dates	To schedule, deliver, and tailor the cleaning service you request.
Payment information	Billing address (if invoicing), payment method reference (e.g., last four digits of card)	To process payments securely via our third-party payment processor. (We do not store full credit-card numbers.)
Technical data (optional)	IP address, browser type, device identifier (when you use our website)	To improve website security, diagnose technical issues, and analyse usage trends.

We only collect the data necessary to provide and improve our services.

3. How We Use Your Information

- Service Delivery** – Schedule cleaners, confirm appointments, and provide the agreed-upon cleaning.
 - Communication** – Send confirmations, reminders, invoices, receipts, and respond to support queries.
 - Legal & Regulatory Compliance** – Retain records for tax, accounting, and health-and-safety obligations (typically 7 years).
 - Marketing (with consent only)** – Offer promotions, newsletters, or loyalty benefits if you explicitly opt-in.
 - Security & Fraud Prevention** – Detect and prevent unauthorised access or fraudulent activity.
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4. Data Sharing & Transfers

- **Service Providers** – We share limited data with trusted third-party partners who process payments, send SMS/email notifications, or host our website. All partners are bound by contractual confidentiality and GDPR-compliant data-processing agreements.
- **Legal Requirements** – We may disclose information to law enforcement, regulators, or courts when required by law.
- **Business Transfers** – In the unlikely event of a merger, acquisition, or sale of assets, personal data may be transferred, provided the new entity adheres to the same privacy standards.

We **do not sell** or rent your personal data to any third parties.

5. Data Retention

Data Type	Retention Period
Contact & service details	3 years after the last service (or longer if required for tax/compliance)
Payment references	7 years (tax record requirement)
Marketing preferences	Until you withdraw consent
Technical logs (IP, device)	30 days (anonymised after 30 days)
When the retention period expires, data is securely deleted or anonymised.	

6. Security Measures

- **Encryption at Rest & in Transit** – All stored data is encrypted using AES-256; communications use TLS 1.3.
 - **Access Controls** – Only authorised staff (limited to senior management) can access personal data, protected by strong passwords and two-factor authentication.
 - **Regular Audits** – Quarterly security reviews, vulnerability scans, and penetration tests are performed by an independent security firm.
 - **Backup & Disaster Recovery** – Encrypted backups are maintained off-site with strict access limits.
 - **Incident Response** – A documented breach response plan ensures rapid containment, assessment, and notification (within 72 hours) if a breach occurs.
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7. Your Rights

Under the UK GDPR, you have the right to:

1. **Access** – Request a copy of the personal data we hold about you.
2. **Rectify** – Correct inaccurate or incomplete data.
3. **Erase** – Request deletion of your data where lawful (subject to legal retention obligations).
4. **Restrict Processing** – Limit how we use your data in certain circumstances.
5. **Data Portability** – Receive your data in a structured, commonly used format.
6. **Object** – Object to direct marketing or processing based on legitimate interests.

To exercise any of these rights, contact us at **info@thymeandtidy.co.uk**. We will respond within one month.

8. Cookies & Tracking

Our website uses essential cookies to keep sessions active and to remember your language preference. Optional analytics cookies are only set after you give explicit consent via the cookie banner. No personal identifiers are stored in analytics data.

9. International Transfers

All data is processed and stored within the United Kingdom/EU. No transfers to third countries outside the European Economic Area occur.

10. Changes to This Policy

We review this policy annually or whenever our data practices change. Updated versions will be posted on our website with a revised “Last updated” date. Continued use of our services after changes constitutes acceptance of the new terms.

11. Contact Us

Thyme & Tidy

Email: info@thymeandtidy.co.uk

If you have any questions, concerns, or wish to exercise your data-subject rights, please reach out using the contact details above.
