

Privacy Policy

Freshbins UK Ltd

Last Updated: 11th August 2026

This Privacy Policy explains how Freshbins UK Ltd (“we”, “us”, or “our”) collects, uses, stores, and protects your personal information when you visit our website, place an online order or use our services.

1. Who We Are

Business name: Freshbins UK Ltd

Registered address: 271 High Street, Berkhamsted, Hertfordshire, HP4 1AA

Email: admin@freshbins.com

Phone: 01442265606

Website: www.freshbins-uk.com

For data protection purposes, we are the data controller of the personal information we collect about you.

2. Information We May Collect

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, and store different kinds of personal data about you which we have grouped together as follows:

- Identity Data including; title, first name, maiden name, last name.
- Contact Data includes billing address, service address, email address and telephone numbers, and property access details (e.g. gate codes, bin store location, special instructions)
- Financial Data includes payment-related details like bank account and payment card information (processed by our payment provider; we do not store full card numbers)
- Transaction Data includes details about payments to and from you, order history, service preferences, messages, enquiries, reviews, or complaints you send us.
- When you visit our website, we may automatically collect: IP address; Browser type and version; Device type; Pages visited, time spent, and referring website; Approximate location derived from IP address; Cookie and similar technology data (see Section 8)

2.3 Information from third parties

We may receive information from:

- Payment processors (e.g. confirmation of payment status)
- Booking or scheduling platforms
- Delivery/logistics or mapping tools used to plan routes
- Marketing or analytics providers (where enabled)

We do **not** intentionally collect special category data (e.g. health, religion, biometrics) and ask that you do not send us such information.

3. How We Use Your Information

We use your personal data to:

Provide services	Process online orders, schedule cleans, attend your property, communicate about appointments
Take payment	Process payments, issue invoices/receipts, handle refunds
Customer support	Respond to enquiries, manage complaints, update bookings
Service quality & safety	Send service reminders and updates. Use access/bin location notes so cleaners can complete the job safely and correctly
Improve our business	Analyse website use, improve booking flow, plan routes and capacity
Marketing	We may send you information about similar Freshbins services and offers. You can opt out at any time
Legal & security	Prevent fraud, enforce terms, comply with legal obligations, protect our rights and customers

4. Legal Bases for Processing GDPR

Where UK GDPR or EU GDPR applies, we rely on one or more of the following legal bases:

- **Contract** — processing address, contact and payment information and access details to perform our contract with you
- **Legitimate interests** — to operate, administer and improve our business and services and, where permitted by law, to communicate with existing customers about our services
- **Consent** — for non-essential cookies, optional marketing emails, or where we specifically ask for consent
- **Legal obligation** — retaining invoices and where we must keep records for tax, accounting, or regulatory reasons

You may withdraw consent at any time where processing is based on consent (this does not affect processing already carried out).

5. Online Orders and Payments

When you place an order on our website:

- We collect the details needed to identify you, deliver the service to the correct address, and take payment.
- Card and Direct Debit payments are processed by our third-party payment providers: Stripe; Worldpay and APT
- We do not store complete payment card numbers on our systems.
- Payment providers process your data under their own privacy policies.

You are responsible for ensuring the service address and any access instructions you provide are accurate and up to date.

6. Sharing Your Information

We do not sell your personal data.

We may share your information with:

- **Service staff / subcontractors** — cleaners or operatives assigned to your job (name, address, contact details, and relevant access/bin instructions only as needed)
- **Payment processors** — to take and manage payments
- **IT, hosting, email, SMS, and booking system providers** — who process data on our behalf under contract
- **Accountants, professional advisers, and insurers** — where reasonably required
- **Analytics and advertising tools** — if used on our website (e.g. Google Analytics), subject to your cookie choices
- **Law enforcement or regulators** — where required by law or to protect rights, safety, or property
- **Business transfers** — if we sell, merge, or restructure the business, your data may transfer to the new owner under appropriate safeguards

Anyone acting on our behalf is only permitted to use your data for the purpose we specify and must keep it secure.

7. Access Codes and Security-Sensitive Information

If you provide gate codes, bin store codes, alarm-related notes, or similar access information:

- We use them only to perform the cleaning service.
- We limit access to staff who need them for your job.
- We ask staff not to share codes more widely than necessary.
- We recommend you change codes if a long-term arrangement ends or if you are concerned about security.
- Prefer secure booking fields or direct contact methods over public forms or unsecured messages where possible.

8. Cookies and Similar Technologies

Our website may use cookies and similar technologies to:

- Make the site work (essential cookies)

- Remember preferences
- Understand how the site is used (analytics)
- Support marketing or remarketing (if enabled)

We will obtain your consent before using non-essential cookies or similar technologies where consent is required by law. You can change cookie settings in your browser.

9. Data Retention

We keep personal data only as long as needed for the purposes above, including:

- **Active customers:** for the duration of the customer relationship
- **Orders, invoices, and payment records:** typically up to 6 years or longer where required by law or reasonably necessary for legal claims, accounting, tax or other legitimate business purposes
- **Enquiries that do not become customers:** up to 24 months
- **Marketing lists:** until you unsubscribe or object
- **Access codes / temporary job notes:** deleted or updated when no longer needed for the service

When data is no longer required, we will delete or anonymise it where reasonably possible.

10. How We Protect Your Data

We take appropriate technical and organisational measures to protect personal data, including:

- Restricting access to customer information on a need-to-know basis
- Using reputable payment and hosting providers
- Password protection and access controls on business systems
- Staff guidance on handling customer and access information responsibly
- Secure disposal or deletion of data when no longer needed

No method of transmission or storage is 100% secure. If we become aware of a personal data breach that poses a risk to you, we will act in line with applicable law, including notifying regulators and affected individuals where required.

11. Your Rights

Depending on your location, you may have rights to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Delete your data in certain circumstances
- Restrict or object to certain processing
- Data portability (receive data in a usable format)
- Withdraw consent where processing is based on consent
- Object to the processing of your personal data for direct marketing purposes
- Lodge a complaint with a supervisory authority

UK: Information Commissioner's Office (ICO) — ico.org.uk

EU: your local data protection authority

To exercise your rights, contact us using the details in Section 1. We may need to verify your identity before responding.

12. Marketing to Existing Customers

Where you have previously purchased services from us, we may use the contact details you provided to send you information about similar Freshbins UK Ltd services, offers and promotions, where permitted by law. This is sometimes referred to as the “soft opt-in”.

We will only use this basis where we have provided you with a clear opportunity to opt out of marketing when we collected your contact details and in each subsequent marketing communication. You can opt out of marketing communications at any time, free of charge, by using the unsubscribe option included in our messages or by contacting us at admin@freshbins.com.

This does not affect service-related communications that we need to send you in connection with your bookings, services, payments or account.

13. Children's Privacy

Our services are directed at adults. We do not knowingly seek to collect personal data directly from children. If you believe that a child has provided us with personal data, please contact us.

14. International Transfers

Your data is primarily processed in the United Kingdom.

If we (or our providers) transfer data outside the UK, we will ensure appropriate safeguards are used.

15. Third-Party Links

Our website may link to third-party sites (e.g. payment pages, social media). We are not responsible for their privacy practices. Please read their policies before providing personal information.

16. Changes to This Policy

We may update this Privacy Policy from time to time. The “Last updated” date at the top will change when we do. Significant changes may be highlighted on our website or notified to you by email where appropriate. Continued use of our website or services after changes means you accept the updated policy.

17. Contact Us

For privacy questions, requests, or complaints:

Email: admin@freshbins.com

Phone: 01442265606