



Your Option Services Limited

Website Privacy Policy

Last updated 16 September 2026

This policy explains how Your Option Services Limited collects, uses, shares and protects personal data when you visit www.your-option.co.uk, contact us or use our services, including our cleaning service. It also explains your rights and how to contact us about your information.

1 Important information and who we are

Your Option Services Limited (registered number 13815933) is the controller responsible for the personal data covered by this policy. In this policy, “we”, “us” and “our” refer to Your Option Services Limited. Our registered office and contact details are in section 10.

We process personal data under applicable UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as amended. The Privacy and Electronic Communications Regulations 2003, as amended, also apply to activities such as electronic marketing and the use of cookies. Visiting our website does not, by itself, mean that you consent to processing that requires your consent.

2 The types of personal data we collect about you

Personal data is information that identifies you, directly or indirectly. Depending on your interactions with us, we collect and use the following categories:

- Identity and Contact Data: your name, address, email address and telephone number, including the number used to call our customer service number.
- Service and Correspondence Data: information you provide when registering to use our website, making an enquiry, searching for or subscribing to our services, or reporting a website problem; correspondence with us; and relevant details of your home that help us provide our cleaning service.
- Technical Data: your IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- Usage Data: the full web addresses and clickstream to, through and from our website, with dates and times; products and services viewed or searched for; page response times; download errors; visit lengths; page interactions such as scrolling, clicks and mouse movements; and methods used to leave a page.

- **Marketing and Communications Data:** your marketing preferences, consent and opt-out choices, and information about products or services that may interest you based on your enquiries and website use.

We also use aggregated information about website users. Information is outside the scope of personal data only where it does not identify you directly or indirectly. If information can be linked back to you, we treat it as personal data.

3 How is your personal data collected

Information you provide

You provide information by completing website forms or corresponding with us by telephone, email or otherwise. This includes registering to use our website, enquiring about or subscribing to our services, providing details needed for our cleaning service and reporting a problem with the website.

Information collected through website use

When you visit our website, we collect Technical and Usage Data about your equipment, browsing actions and interactions. Where collection involves cookies or similar technologies, the requirements explained in section 4 apply.

Information from other sources

We may receive information from other websites we operate or other services we provide, and from business partners, technical subcontractors, advertising networks, analytics providers and search information providers. We may combine this with information you give us or that we collect about you, and use it for the relevant purposes described in this policy.

4 How we use your personal data

Our legal bases

We must have a lawful basis for using your personal data. Depending on the activity, this may be taking steps at your request before entering into a contract, performing a contract with you, complying with a legal obligation, pursuing legitimate interests or acting with your consent.

Where we rely on legitimate interests, we must balance those interests against your rights and interests. We cannot rely on this basis where your interests or fundamental rights and freedoms override ours. Where consent is required, it must be freely given, specific, informed and indicated by an affirmative action. You can withdraw it at any time.

Purposes and legal bases

Purpose	Personal data	Legal basis
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Purpose	Personal data	Legal basis
Respond to enquiries and arrange or provide requested services, including cleaning and chosen interactive service features.	Identity and Contact; Service and Correspondence.	Contract, including steps you request before a contract. For general enquiries outside a contract: legitimate interests in responding and managing our business.
Manage our relationship, answer service queries, resolve website problems and notify you of service changes.	Identity and Contact; Service and Correspondence; relevant Technical and Usage Data.	Contract where necessary to provide your service; otherwise legitimate interests in supporting customers and maintaining our services.
Administer, test, troubleshoot and secure the website and improve how its content is presented.	Technical; Usage; relevant Service and Correspondence Data.	Legitimate interests in maintaining a functional, secure website and improving its usability. Consent where required for cookies or similar technologies.
Conduct website analysis, research, statistics and surveys to understand and improve website and service use.	Usage; Technical; information you provide in connection with these activities.	Legitimate interests in understanding and improving our website and services. Consent where required for cookies or similar technologies.
Send information about our products and services and make relevant suggestions based on your enquiries and use of the website.	Identity and Contact; Marketing and Communications; relevant Service and Correspondence, Technical and Usage Data.	Consent where required. Otherwise legitimate interests in promoting our services, subject to your right to object and the electronic marketing rules below.
Deliver relevant advertising and measure its effectiveness.	Technical; Usage; Marketing and Communications.	Consent for advertising cookies and similar tracking where required; otherwise legitimate interests in promoting our business only where the law permits.
Share details with recommended suppliers or partner agencies for their own direct marketing.	Identity and Contact; Marketing and Communications.	Your specific consent to the sharing and marketing concerned.

Purpose	Personal data	Legal basis
Assess creditworthiness where this is a condition of entering a contract, prevent fraud and protect our rights, property or safety and those of others.	Relevant Identity and Contact; Service and Correspondence Data and credit information where a credit check applies.	Legitimate interests in managing credit risk, preventing fraud and protecting rights and safety; legal obligation where disclosure is required by law.
Meet legal disclosure duties, enforce agreements and deal with a proposed sale, purchase or transfer of a business or assets.	Relevant personal data described in section 2.	Legal obligation for legally required disclosures; otherwise legitimate interests in enforcing rights and managing a business transaction, subject to your rights.

We use only the data necessary for each purpose. If we need information to provide a service and you do not provide it, we may be unable to fulfil your request. We will explain this when relevant. If a new purpose is incompatible with the original purpose, we must have consent or another legal authority before proceeding.

Direct marketing and your choices

We may send you information about our services and similar products or services. For marketing emails or texts to individuals, we rely on consent unless the legal “soft opt-in” applies. This exception applies only where we obtained your contact details directly during a sale or negotiations for a sale, market our own similar products or services, and gave you a simple opportunity to opt out both when collecting your details and in every message.

We will obtain your specific consent before sharing your personal data with recommended suppliers or partner agencies for their own direct marketing. An unticked box or silence is not consent.

You can object to direct marketing, including related profiling, at any time. Use the opt-out method in a marketing message or contact us using section 10. Withdrawing marketing consent or opting out does not affect the lawfulness of earlier processing or prevent essential communications about a service you have requested.

Cookies and similar technologies

Where cookies or similar technologies are used, we must give you clear information about their purposes. We must obtain your consent before storing or accessing information on your device unless a legal exception applies. Advertising tracking requires consent where the law requires it. You can withdraw any consent given; contact us using section 10 for information about the technologies used and the available controls. Browser settings may also allow you to block or delete cookies, although blocking necessary cookies may affect website functionality.

5 Disclosures of your personal data

We may share relevant personal data where necessary for the purposes and on the legal bases described in section 4 with:

- Business partners, suppliers and subcontractors involved in providing services or performing contracts with you or with us.
- Analytics and search information providers that assist with website improvement and optimisation.
- Credit reference agencies where assessing your creditworthiness is a condition of entering into a contract.
- Recommended suppliers or partner agencies for their own direct marketing, where you have specifically consented.
- Other members of our corporate group, including subsidiaries or a holding company and its subsidiaries, where applicable and where sharing is necessary for the stated purposes.
- Prospective sellers, buyers or new owners in connection with a sale, purchase or transfer of a business or assets.
- Organisations or authorities where disclosure is legally required, or is lawfully necessary to enforce agreements, protect rights, property or safety, prevent fraud or reduce credit risk.

We provide advertisers with aggregated information about our users rather than information about identifiable individuals. We may use information we hold to display advertising to relevant audiences, subject to the consent requirements described in section 4. Aggregated information must not identify you directly or indirectly.

Where a provider processes personal data on our behalf, data protection law requires appropriate contractual safeguards, including processing only on our documented instructions, confidentiality and security. A recipient acting as an independent controller is responsible for its own lawful processing.

6 International transfers

Your information is stored on our servers or those of selected third parties. Any transfer of personal data outside the UK must comply with UK data protection law. Where such a transfer takes place, it must be covered by applicable UK adequacy regulations, appropriate safeguards, or a permitted legal exception. Appropriate safeguards may include approved contractual terms and any assessment and additional protections required by law.

Please contact us using section 10 for information about any overseas processing of your data and, where relevant, the safeguards that apply and how to obtain a copy. This policy does not treat use of our website as consent to an overseas transfer.

7 Data security

We use secure servers, procedures and security features to protect personal data and help prevent unauthorised access. Where you have a password for parts of our website, keep it confidential and do not share it with anyone.

No internet transmission is completely secure. We remain responsible for taking appropriate measures to protect the personal data we process. Where a personal data breach occurs, we must notify the regulator and affected individuals when the law requires it.

8 Data retention

We retain your personal data only for as long as necessary for the purposes for which it is held. We take account of the purpose, the nature and sensitivity of the information, applicable legal obligations and the guidelines in our retention policy. Relevant considerations include whether information is needed to deal with a complaint or establish, exercise or defend legal claims.

Retention periods depend on the information and the reason it is held. You can contact us using section 10 for details relevant to your information. You can also ask for erasure in the circumstances described in section 9.

9 Your legal rights

Under UK data protection law, you have rights in relation to your personal data. Some rights apply only in particular circumstances and may be subject to lawful exemptions. You can:

- Ask for information about how we use your data and request access to the personal data we hold about you.
- Ask us to correct inaccurate information or complete incomplete information.
- Ask for erasure where there is no lawful reason to retain the information, or where another legal ground for erasure applies.
- Ask us to restrict processing where you contest accuracy, where processing is unlawful but you prefer restriction to deletion, where you need the data for legal claims, or while an objection is being considered.
- Object on grounds relating to your situation where we rely on legitimate interests. We must stop unless we demonstrate compelling overriding grounds or need the data for legal claims. You have an absolute right to object to direct marketing and profiling related to it.
- Request a portable copy of data you provided in a structured, commonly used and machine-readable format, and its transfer to another controller where technically feasible, when processing is automated and based on consent or a contract.
- Withdraw consent at any time where consent is the basis for processing. This does not affect processing carried out lawfully before withdrawal.
- Exercise applicable safeguards for a significant decision made solely by automated processing, including requesting human intervention, making representations and contesting the decision.

Contact us using section 10 to exercise your rights. We may request information reasonably necessary to verify your identity or clarify an access request. Requests are normally free. A reasonable fee or refusal is permitted only where the law allows it, for example for a manifestly unfounded or excessive request; we will explain any such decision and your complaint rights.

We respond without undue delay and normally within one month, subject to the legal rules on identity verification and necessary clarification. Where a request is complex or you make several requests, the law may allow up to two additional months. We will notify you within the applicable initial period and explain the reason for any extension.

10 Contact details

For privacy questions, rights requests or data protection complaints, contact Your Option Services Limited:

Email: admin@your-option.co.uk

Telephone: 02034881788

Registered office and postal address: 1st Floor 87/89 High Street, Hoddesdon, Herts, EN11 8TL

Company registration number: 13815933

Website: www.your-option.co.uk

11 Complaints

If you are concerned about how we handle your personal data, please contact us using section 10 and explain your concern. We will acknowledge a data protection complaint within 30 days, investigate it appropriately, keep you informed of progress and communicate the outcome without undue delay.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection. The ICO generally expects you to raise the matter with us first. Information about making a complaint is available at <https://ico.org.uk/make-a-complaint/>.

12 Changes to the privacy policy and your duty to inform us of changes

We keep this policy under review. Changes will be posted on our website and, where appropriate, notified to you by email. The update date appears at the beginning of this policy. Please check for changes and keep us informed if your personal data, such as your address or email address, changes during your relationship with us.

13 Third party links

Our website may link to websites operated by partner networks, advertisers, affiliates or other third parties. We do not control those websites or their privacy policies. Please read their privacy policies before submitting personal data or using their services.