

VERDE LAWN CARE LTD

Privacy Notice

How we collect, use, share and protect personal information

Company	Verde Lawn Care Ltd
Registration	Registered in England and Wales
Company number	17199131
Registered office	Apartment 5, Brotherton View, 704 New Chester Road, Wirral, United Kingdom, CH62 2BB
Email	info@verdelawn care.co.uk
Telephone	0151 272 8904
Mobile / WhatsApp	07476 242276

This notice applies to customers, prospective customers and people who contact Verde about residential lawn-care services.

Last updated: 9 August 2026

1. Who is responsible for your information

Verde Lawn Care Ltd is the controller of personal information used to provide and administer Verde lawn-care services.

Company number: 17199131

Registered office: Apartment 5, Brotherton View, 704 New Chester Road, Wirral, United Kingdom, CH62 2BB

Email: info@verdelawn-care.co.uk

Telephone: 0151 272 8904

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2. Information we collect

Depending on how you deal with us, we may collect:

- identity and contact information, including your name, address, email address and telephone number;
- Property and service information, including lawn size, access instructions, gate information, hazards, pets, sensitive areas and relevant owner or landlord permissions;
- lawn-care records, including lawn condition, visit dates, treatments, products, recommendations, aftercare and service notes;
- photographs of the lawn or work where reasonably necessary to quote, provide, document or investigate a service;
- contract and account information, including quotations, Order Confirmations, selected plans, prices, invoices, payments, Direct Debit status and cancellation records;
- communications, complaints, feedback and records of contact with us; and
- basic website or technical information, such as IP address, device or browser information and security logs, where our website or hosting systems collect it.

Please do not send medical or other sensitive information unless it is genuinely necessary for safety. If you tell us about an allergy, disability or similar matter, we will use only the minimum information reasonably needed to arrange the service safely and will identify an appropriate legal basis before using it.

3. Where information comes from

We normally receive information directly from you through our website, telephone, email, WhatsApp, quotations, visits, Direct Debit setup, complaints or other communications.

We may also receive relevant information from another authorised household member, landlord, managing agent, referrer, payment provider or publicly available source where this is lawful and reasonably necessary.

4. Why we use information and our lawful bases

Purpose	Main lawful basis
Responding to an enquiry, measuring a lawn and preparing a quotation	Steps requested before entering a contract
Setting up and administering a plan, arranging access, providing treatments and communicating about visits	Performance of the customer contract
Creating invoices, managing Direct Debit payments and recovering legitimate arrears	Performance of the contract; legitimate interests in receiving payment
Keeping financial, tax, safety and legally required business records	Compliance with legal obligations
Handling complaints, legal claims, fraud, misuse, security and business continuity	Legal obligations and Verde's legitimate interests in protecting customers, staff and the business
Improving service quality, staff training and planning routes or workloads	Verde's legitimate interests, using proportionate information and safeguards
Sending direct marketing	Consent, or legitimate interests where electronic-marketing rules permit; every message will provide an opt-out
Using identifiable lawn or Property photographs for advertising, testimonials or social media	Separate permission or consent; contract photographs are not automatically approved for marketing

Where we rely on legitimate interests, those interests include operating and protecting the business, maintaining accurate service records, improving services, receiving payment and dealing with disputes. We consider whether the use is necessary, proportionate and reasonably expected, and balance it against the person's rights.

5. Direct Debit and payment information

Direct Debit payments are processed using GoCardless. GoCardless collects and uses payer information as a payment-services provider and data controller under its own privacy notice. Its current payer privacy information is available at gocardless.com/privacy/payers.

Verde receives payment and mandate information needed to administer the account, such as payment status, transaction references and limited payer details. Where complete bank details are entered directly into the payment provider's secure system, Verde does not receive or store those complete bank details.

6. Who we share information with

We share only information reasonably necessary for the relevant purpose. Recipients may include:

- employees and appropriately trained subcontractors who provide or administer services;
- GoCardless and banking or payment-service participants;
- website, hosting, email, telephone, messaging, scheduling, customer-management, file-storage and IT-support suppliers;
- accountants, bookkeepers, insurers and professional legal or business advisers;
- courts, regulators, law-enforcement bodies, tax authorities or public bodies where disclosure is required or permitted by law; and
- a buyer, investor or adviser involved in a genuine proposed sale or restructuring of the business, subject to appropriate confidentiality and data-protection safeguards.

We do not sell customer personal information.

7. International transfers

Some service providers may store or access information outside the United Kingdom. Where this occurs, we require an appropriate lawful transfer mechanism, such as UK adequacy regulations or approved contractual safeguards, together with proportionate security measures. Further details about relevant safeguards are available on request.

8. How long we keep information

We keep information only as long as reasonably needed for the purpose for which it was collected, including legal, accounting, safety and dispute requirements. Our usual periods are:

Record	Usual retention period
Customer contracts, Order Confirmations, service and treatment records, complaints and important communications	While the account is active and normally 6 years after the contract ends
Invoices, payment and accounting records	Normally 6 years from the end of the relevant company financial year, or longer where legally required
Unsuccessful enquiries and quotations	Normally up to 12 months after the last meaningful contact
Access instructions or gate codes	Only while needed to provide the service, then deleted or securely updated
Direct-marketing contact details	Until consent is withdrawn, the person opts out or the details are no longer reasonably needed
Marketing suppression record	Minimum information needed to respect an opt-out
Website and security logs	For the period set by the relevant website or security system and only as long as reasonably necessary

We may keep information longer where a dispute, legal claim, regulatory enquiry, tax requirement or other legal obligation makes this necessary. We may delete or anonymise information earlier when it is no longer needed.

9. Your data-protection rights

Depending on the circumstances, you may have the right to:

- ask for access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to delete information where there is no lawful reason to keep it;
- ask us to restrict how information is used;
- object to processing based on legitimate interests;
- object at any time to direct marketing;
- receive certain information in a portable format where the legal conditions apply; and
- withdraw consent at any time where processing is based on consent, without affecting earlier lawful use.

These rights are not absolute and legal exceptions may apply. To make a request, contact info@verdelawncare.co.uk. We may need to verify your identity and will normally respond within one month.

10. Marketing choices

Service messages about quotations, appointments, treatments, payments, safety, contract changes or cancellations are not marketing.

You can stop marketing messages at any time by using the unsubscribe option in the message or contacting us. We may retain a minimal suppression record so that we continue to respect the opt-out.

11. Cookies and website technology

Our website and hosting systems may use strictly necessary technology for security, navigation and operation. Our separate Cookie Notice explains the categories used, and the website cookie-preference centre must identify the current technologies, providers, purposes and durations. Non-essential analytics, advertising or similar technologies will not be used before consent where consent is required.

12. Security

We use reasonable organisational and technical measures designed to protect personal information against loss, misuse, unauthorised access, alteration or disclosure. Access is limited to people and suppliers who reasonably need it for their work.

13. Automated decisions

Verde does not currently use personal information to make decisions based solely on automated processing that produce legal or similarly significant effects.

14. Complaints

Please contact Verde first if you have a concern about how personal information is used. We will investigate and try to resolve it.

You also have the right to complain to the Information Commissioner's Office. Information and contact options are available at ico.org.uk/make-a-complaint.

Changes to this notice. The current version and last-updated date will be published on the Verde Lawn Care website. We will communicate material changes where appropriate.