

SM (UK) App Privacy Policy

Effective date 11 September 2026 · Version 1.0 · ServiceMaster Limited

1. Who this policy covers

This privacy policy applies to the **SM (UK)** mobile application (the "App"), published on:

STORE	LISTED APP NAME	APPLICATION IDENTIFIER	DEVELOPER ACCOUNT
Google Play	SM (UK)	com.servicemaster.smandroidapp	StackZero
Apple App Store	SM (UK)	com.servicemaster.sm-uk-app	ServiceMaster Limited

The App is owned by **ServiceMaster Limited** and is developed and maintained on its behalf by **StackZero** (StackZero Ltd, its appointed software development partner). References to "we", "us" and "our" mean ServiceMaster Limited unless stated otherwise.

ServiceMaster Limited trades as ServiceMaster Clean, Merry Maids, ServiceMaster Restore, TruGreen and Rosemary Bookkeeping. It is registered in England and Wales with company number **1250088**. Registered office: ServiceMaster House, The Whittle Estate, Cambridge Road, Whetstone, Leicester, LE8 6LH. ServiceMaster Limited is registered with the Information Commissioner's Office (ICO).

This policy supplements, and should be read alongside, the ServiceMaster Clean website privacy policy at servicemasterclean.co.uk/privacy-policy. Where the two differ in relation to the App, this policy applies.

2. What the App is for

SM (UK) is a workforce app for employees and contractors of ServiceMaster franchise businesses in the United Kingdom. It is not a consumer app. You can only use it if the franchise business you work for has given you a login. It lets you see your rota and job details, clock in and out, record breaks and travel between jobs, take job photos, complete job checklists and forms, and raise a lone-worker SOS alert.

3. Who is responsible for your data

- **Your employer**, the ServiceMaster franchise business that issued your login, is the **data controller** for your employment and work records (rota, time logs, mileage, job photos, location while working). It decides why and how that data is used.
- **ServiceMaster Limited** operates the App and the Business Management System (BMS) platform behind it. It processes your data on behalf of your employer, and is the controller for data needed to run, secure and support the App itself.
- **StackZero** develops and supports the App and BMS as a **data processor** under contract to ServiceMaster Limited. StackZero only accesses personal data where necessary to provide support and maintenance, under confidentiality obligations.

4. Data the App collects and why

4.1 Account and identity

- Name, work email address or username, employee ID, job role, and the franchise business and branch you belong to.
- Your login PIN and session token, stored encrypted on your device only.
- Whether you have enabled fingerprint or face unlock. Biometric data itself never leaves your device and is handled entirely by Android or iOS; the App only receives a yes/no result.

Purpose: to sign you in, show you the correct work, and keep your account secure. **Legal basis:** performance of your employment contract; our legitimate interest in securing the service.

4.2 Location (precise, foreground and background)

The App collects your precise device location **only while you are clocked in** to a shift or job. Collection includes times when the App is in the background or the screen is locked, and stops when you clock out. It is used to:

- let the customer and your office know when you are on your way and when you have arrived;
- calculate mileage between jobs so that travel pay is recorded correctly;
- keep you safe while working alone. If you raise an SOS, your last known location is sent to your employer's designated contacts;
- confirm attendance at customer sites.

The App also reads **motion and physical activity** (for example "in vehicle" or "still") from your device so that mileage is recorded accurately and location tracking can pause while you are stationary. This saves battery.

You can withdraw location permission at any time in your device settings, but the clock-in, mileage and SOS features will then not work and your employer may require you to record this information another way.

Legal basis: performance of your employment contract; your employer's legitimate interests in workforce management, payroll accuracy and health and safety, and its legal duties towards lone workers.

4.3 Photos and camera

The App uses the camera to take photos of work you have completed, or of issues on site, which are attached to the job record. Photos are uploaded to BMS and are visible to your employer and, where applicable, the customer. The App does **not** access your existing photo library and does not record audio.

Legal basis: performance of your employment contract; your employer's legitimate interest in evidencing work done.

4.4 Work records

Rota, job details, customer names and site addresses, clock-in and clock-out times, breaks, time logs, checklist and form answers, signatures captured on screen, and documents attached to jobs. This information is created by your employer or by you while working, and is stored in BMS.

4.5 Push notifications

To send notifications (new jobs, rota changes, reminders) the App registers a push notification token with **Expo Application Services (Expo, Inc.)**, which delivers messages through Apple Push Notification service and Google's Firebase Cloud Messaging. The token identifies your device, not you personally. You can disable notifications in your device settings.

4.6 Device and diagnostic information

Device make and model, operating system version, App version, network connectivity status, and error logs. Used to keep the App working, to synchronise offline data reliably, and to investigate support requests. We do **not** use any third-party advertising or analytics SDK, and we do not build profiles from this information.

4.7 Data stored on your device

So that the App works without signal, it keeps an encrypted local copy of your upcoming work, time logs waiting to be uploaded, photos waiting to be uploaded, and job documents. This local data is deleted when you sign out or when you use **Settings → Clear local data**. Your employer can also revoke your login remotely.

5. What we do not do

- We do not sell your personal data.
- We do not use your data for advertising or marketing.
- We do not track your location when you are not clocked in.
- We do not collect data from your contacts, messages, call logs, microphone, or photo library.

6. Who we share data with

RECIPIENT	WHAT	WHY
Your employer (franchise business)	All work records, location while clocked in, photos, SOS alerts	They are your employer and the data controller
ServiceMaster Limited	Aggregated operational data from BMS	Franchisor reporting and governance
StackZero	Access to systems for support and maintenance only	Development and support of the App, as processor
Expo, Inc.	Push notification token	Delivering push notifications
Apple / Google	Push token; crash reports you agree to send through the OS	Push delivery; app distribution
Hosting providers for BMS	All BMS data, encrypted in transit and at rest	Secure hosting of the platform
Customers of your employer	Your first name and arrival status; job photos where relevant	So they know who is attending and what was done

We may also disclose data where required by law, a court order, or to protect health and safety (for example, responding to an SOS alert).

Data is stored in the United Kingdom / European Economic Area. If any provider processes data outside the UK, we rely on UK adequacy regulations or the International Data Transfer Agreement / standard contractual clauses.

7. How long we keep data

- **On your device:** until you sign out, clear local data, or uninstall the App.
- **Location and mileage records:** kept by your employer for as long as needed for payroll, HMRC and health-and-safety records, normally no longer than 6 years after the end of the tax year to which they relate.
- **Job photos and work records:** for the life of the customer relationship plus the period your employer needs them for contractual or legal purposes.
- **Account data:** for the duration of your employment plus the period required by employment law.

Your employer's own staff privacy notice sets out its specific retention periods.

8. Your rights

Under UK GDPR you can ask to access, correct, delete, or restrict the use of your personal data, object to processing, request a copy in a portable format, and withdraw consent where consent is the basis. Requests about your employment records should go to your employer in the first instance. Requests about the App or BMS platform can be made to ServiceMaster Limited using the contact details below.

You also have the right to complain to the ICO at ico.org.uk, telephone 0303 123 1113.

9. Security

All data is sent over encrypted (TLS/HTTPS) connections. Your session token and PIN are stored in the device's secure keychain or keystore. Local data is encrypted at rest. Access to BMS is role-based and logged.

10. Children

The App is for working adults only and is not directed at anyone under 16.

11. Changes to this policy

We will publish any updates at this address and update the effective date above. Material changes will also be notified in the App.

12. Contact

ServiceMaster Limited – Data Privacy Coordinator

ServiceMaster House, The Whittle Estate, Cambridge Road, Whetstone, Leicester, LE8 6LH

Email: privacy@servicemaster.co.uk

Telephone: 0116 275 9000

App developer (technical enquiries): StackZero, support@stackzero.co.uk