Privacy Policy

Family Shine Cleaning · Hamilton, Burlington & Oakville, Ontario
Last updated: October 22, 2026 · Effective: **October 23, 2026**

In short

- We collect what we need to quote, book and provide your cleaning: your contact details when you ask for a call back, your order, and the date and time you'd like.
- We use it only to handle your request and your cleanings, to run and protect our website, and to meet our legal duties. **We don't sell it** or share it with advertisers.
- Our database is in **Toronto, Canada**. Some services we use — Telegram for our team's notifications, WhatsApp if you order through it, and our email — may store information outside Canada.
- Our website has **no advertising cookies or tracking pixels**. We keep simple visit statistics without your name or contact details.
- You can ask to see, correct or delete your information, or withdraw your consent, at any time: **familyshineca@gmail.com** · **(437) 660-0902**.

This summary helps you find your way. The full policy below is what counts.

1. Who we are and what this policy covers

1.1 Family Shine Cleaning (**Valentyn Falafivka**, "we", "us") provides home cleaning in Hamilton, Burlington and Oakville, Ontario. We're responsible for the personal information described in this policy, including information our service providers handle for us.
1.2 This policy covers personal information we collect through our website, familyshinecleanin.com (including the price calculator, the cart and the call-back form); orders you send us through WhatsApp; and information you give us by phone, text, WhatsApp or email when you book and receive our services.
1.3 It doesn't cover what other companies do with information under their own policies — for example WhatsApp (part of Meta) when you message us, or Google when you read our reviews on Google Maps.
1.4 We follow Canada's *Personal Information Protection and Electronic Documents Act* (PIPEDA) and its fair information principles. "Personal information" means information about an identifiable person.

2. Our Privacy Officer

Our Privacy Officer is responsible for this policy and answers privacy questions and requests. You can reach them at Family Shine Cleaning, 58 Fairfield Avenue, Unit 1, Hamilton, ON L8H 5G8, by email at familyshineca@gmail.com or by phone at (437) 660-0902.

3. What we collect

3.1 When you ask for a call back

- your name and phone number;
- your email address and postal code, if you give them;
- your preferred date, time window and arrival time;
- any notes you add — for example about pets or parking;
- your agreement that we may contact you about the booking, and when you gave it;
- your order: the services and add-ons; the number of bedrooms, bathrooms and half baths; the approximate size of your home; the home's condition and the type of basement, where you choose them; how often you'd like cleaning; the deals you ticked (for example a first Deep Cleaning, two properties, or a neighbor booking the same day); the name or code of the friend who referred you, if you enter one; and the estimated price;
- technical details sent with the form: a random visit ID, any campaign tags in the link you used (such as utm_source), and your browser's "user agent" (the browser and device type).

3.2 When you order through WhatsApp

The "Book via WhatsApp" button opens WhatsApp with your order already written. When you click it, our website also saves a copy of the order for our team — the services and add-ons, the estimated price, the time window and arrival time, your preferred date if you picked one, a random visit ID, any campaign tags and your browser's user agent — without your name or phone number. When you send the message, we receive your WhatsApp name, phone number and whatever you write, as WhatsApp shows them to us.

3.3 When you call, text, WhatsApp or email us

We receive your phone number or email address and what you tell us — for example your address, how to get in, and details about your home, pets or special requests. Once you book, we also keep your address, your visit dates, prices and payments, and any feedback, concerns or damage reports.

3.4 Information about other people

If a friend referred you, you can enter their name or referral code so we can give you both the referral credit; we use it only for that. If you book for someone else's home, or give us another person's details (for example a tenant or relative who will let us in), please make sure they know and agree.

3.5 Visit statistics

To understand how our website is used and to improve it, we keep a simple record of each visit, without your name or contact details:

- a random visit ID, and when the visit started and was last active;
- the page you arrived on and any campaign tags in the link;
- whether you're on a phone or a computer;
- how much of the foam on the opening picture you wiped away;

- whether you used the calculator and which service you looked at last;
- whether you added something to the cart, clicked “Book via WhatsApp”, or opened or sent the call-back form.

To save these records safely, our website signs each visitor in anonymously with our database provider (Google Firebase); the anonymous ID isn’t linked to your name. If you send a request, it carries the same random visit ID, so that visit record can then be connected to your request.

3.6 Technical information

Like any website, our hosting provider receives your device’s IP address and basic request details (such as the page and the time) when you load our pages, in order to deliver the site and keep it secure. We don’t store IP addresses in our own records.

3.7 What we don’t collect

Payment card numbers (our website takes no payments), government ID numbers (such as a SIN or driver’s licence), your precise location, or information for advertising profiles.

4. Why we use it

- To answer your request: call you back, answer questions, and confirm the service, date, arrival time and price.
- To plan and provide your cleaning, including giving the cleaners assigned to your visit the address, access instructions and notes they need.
- To apply deals and referral credits.
- To send you messages about your booking: confirmations, reminders, changes and delays.
- To handle payments, receipts, taxes and accounting.
- To handle feedback, quality concerns, damage reports and disputes.
- To keep our website and database secure and free of spam.
- To understand how visitors use our website (section 3.5) so we can improve it and see which campaigns bring visitors.
- To meet legal obligations, such as keeping tax records and answering lawful requests.

If we want to use your information for a new purpose, we’ll ask for your consent first, unless the law allows otherwise.

5. Your consent

5.1 When you send the call-back form, you tick a box agreeing that we may contact you about your booking by phone, SMS or email. When you send us an order through WhatsApp, you agree that we reply to you there.
5.2 We rely on your express consent (such as that checkbox) or on consent implied by your request — for example, using your address to clean your home.
5.3 You can withdraw your consent at any time, subject to legal or contractual limits and reasonable notice: just tell us by phone, message or email. If you withdraw consent to being contacted, we may not be able to book or provide your cleaning.

6. Who we share it with

6.1 Our team. Only the people who need it: the owners and the team members who handle requests, and the cleaners assigned to your visit, who see the address, access instructions, service details and notes they need. Our team can export a list of requests to a spreadsheet to work with it; those files are kept on the team's own devices.
6.2 Service providers. These companies process information for us, under their own security and privacy commitments:

Provider	What they do for us	Information	Where
Google Cloud (Firebase)	Hosts our website, stores requests and visit statistics, handles sign-in, and sends our team's notifications	Requests, visit statistics, technical information	Database and functions in Toronto, Canada; pages delivered through Google's global network; sign-in may be processed in the U.S.
Telegram	A private Telegram group that notifies our owners of each new request	Call back: name, phone, email, postal code, preferred date and time, the order and notes. WhatsApp order: the order, date and time, without contact details	Outside Canada
WhatsApp (Meta)	Only if you order or chat with us through WhatsApp	Your WhatsApp name, number and messages	Outside Canada; WhatsApp's privacy policy applies
Google (Gmail)	Our business email	Emails you send us	May be outside Canada

6.3 When the law requires or allows it. We may disclose information to comply with a court order or another legal requirement, to respond to a lawful request from a government body, to collect a debt you owe us, or in an emergency that threatens someone's life, health or safety.
6.4 If our business changes hands. If our business is sold or reorganized, personal information may be transferred to the new owner, who may use it only for the purposes in this policy.
6.5 No selling. We don't sell or rent personal information, and we don't share it with advertisers.

7. Where your information is stored

7.1 Our database (requests and visit statistics) and the function that sends our team's notifications are in Google Cloud's Toronto region, in Canada.
7.2 Some providers store or process information outside Canada, mainly in the United States

and other countries: Telegram (our team's notifications), WhatsApp (if you use it), Gmail (email), Firebase Authentication (sign-in), and Google's global network that delivers our web pages. While it's outside Canada, your information is subject to the laws of those countries, and their courts, law enforcement and national security authorities may be able to access it.
7.3 We use established providers and their security features, and we share only what each one needs.

8. Cookies and browser storage

Our website doesn't use advertising cookies, tracking pixels or third-party analytics. It stores a few items in your browser so that it works:

Item	What it's for	How long it stays
fs_cart (local storage)	Your cart: services, add-ons, and your preferred date and time	Until you send a call-back request, clear the cart, or clear your browser data
fs_session (session storage)	The random visit ID and the visit statistics in section 3.5	Until you close the tab; a new visit starts after 30 minutes without activity
fs_idle_toast (session storage)	Remembers that a reminder tip was already shown, so it isn't shown again	Until you close the tab
Firebase sign-in (browser database, IndexedDB)	The anonymous sign-in that lets our website save visit statistics	Until you clear your browser data

You can clear these in your browser's settings. The website still works, but your cart will be emptied. If we ever add analytics or advertising tools, we'll update this policy first and ask for your consent where the law requires it.

9. How long we keep it

We keep personal information only as long as we need it for the purposes in section 4, or as long as the law requires. Then we delete it or make it anonymous. Information we used to make a decision about you is kept long enough for you to ask to see it.

Information	How long
Requests that don't become a booking	**6 months** after our last contact
Client records (address, visits, prices, receipts)	While you're a client, and **2 years** after your last visit; tax and accounting records for 6 years, as the Canada Revenue Agency requires
Access instructions, door and lockbox codes	**Until the visit ends, or for recurring clients,**

Information	How long
	until access is no longer needed.
Our team's Telegram notifications	**1 month**
Visit statistics	**12 months**
Concerns, damage reports and disputes	Until resolved, and for the legal limitation period after that

10. How we protect it

- Our website, database and notifications use encrypted connections (HTTPS).
- Anyone can send a request, but only signed-in members of our team can read requests. The database's security rules check every request before it's saved.
- Team accounts are protected by individual passwords.
- The call-back form has spam protection.
- Only people who need personal information can see it, and they must keep it confidential.

No method of storing or sending information is completely secure, but we take reasonable steps suited to how sensitive the information is.

11. Your rights

11.1 Access. You can ask what personal information we hold about you, how we've used it, and who we've shared it with.
11.2 Correction. You can ask us to correct information that's inaccurate or incomplete. If we don't agree to a change, we'll note your request in our records.
11.3 Withdrawing consent. See section 5.3.
11.4 Deletion. You can ask us to delete your information. We'll do so unless we have to keep it, for example tax records.
11.5 How to ask. Email or call our Privacy Officer (section 2). We may ask you to confirm your identity first. We'll answer within 30 days; if we need more time, as the law allows in some cases, we'll tell you why. Requests are handled at minimal or no cost. If we can't give you some information, we'll explain why.
11.6 Complaints. If you're not satisfied with our answer, you can complain to the Office of the Privacy Commissioner of Canada (section 17).

12. Messages and marketing

We contact you only about your requests and bookings. We don't send newsletters or promotional offers unless you've agreed to receive them, as Canada's anti-spam law (CASL) requires. Any such message would tell you who sent it and give you an easy way to unsubscribe.

13. Children

Our services and website are meant for adults (18 and over). We don't knowingly collect information from children. If we learn that a child has sent us personal information, we'll delete it.

14. If there's a privacy breach

If a breach of our security safeguards involving your information creates a real risk of significant harm to you, we'll tell you and report it to the Office of the Privacy Commissioner of Canada as soon as feasible. We keep a record of every breach, as PIPEDA requires.

15. Other websites and apps

Our website links to WhatsApp and to our reviews on Google Maps. When you use them, their own privacy policies apply.

16. Changes to this policy

We'll update this policy when our practices change — for example if we add online payment or analytics. The new version will be posted on our website with a new "last updated" date, and if a change is significant we'll also tell our clients directly.

17. Contact us and complaints

Privacy Officer, Family Shine Cleaning
58 Fairfield Avenue, Unit 1, Hamilton, ON L8H 5G8
Email: familyshineca@gmail.com · Phone: (437) 660-0902 · WhatsApp: (226) 993-1141
Office of the Privacy Commissioner of Canada
30 Victoria Street, Gatineau, Quebec K1A 1H3
Toll-free: 1-800-282-1376 · priv.gc.ca ("Report a privacy concern")