Privacy Notice

TaskHer Ltd
Last updated: 4 November 2026

1. Who we are

We are TaskHer Ltd a company registered in England and Wales. Our company registration number is 13219460 and our registered office is at 66 Paul Street London EC2A 4NA. Our registered VAT number is 377505669.

For anything relating to this notice or your personal information, contact us at hello@taskher.co.uk.

TaskHer is the data controller for the personal information described in this notice.

2. Who this notice applies to

This notice covers personal information we collect from:

- Visitors to our website
- Customers who book tradeswomen through TaskHer
- Tradeswomen who apply to join, or who work through, the TaskHer platform
- Tradeswomen who use the TaskHer app for iOS and Android ("the app")

In this notice, "the TaskHer platform" includes the app. The app is only for approved TaskHer tradeswomen, who sign in with the TaskHer account they already have. You cannot create an account in the app.

Tradeswomen who work through TaskHer are independent professionals, not TaskHer employees. This notice covers our processing of their personal information as a platform operator; it is not an employment privacy notice.

3. Information we collect

Account and contact data

Name, email address, phone number, postal address, username, password, and job title (where relevant).

Payment data

Payment card details are collected and stored by our payment processor, Stripe, not by TaskHer directly. We hold transaction records (amount, date, service booked) but not full card numbers.

Vetting and verification data (tradeswomen)

As part of our tiered vetting process, we collect:

- Trade qualifications and certifications
- Regulatory credentials required for certain trades, such as Gas Safe registration numbers

- References and notes from vetting/scenario calls
- Work photographs and portfolio content
- Identity documents

Job and quote data

Details entered into our instant quote tool, including natural-language descriptions of the job requested, property location, and quote history. Our instant quote feature uses an in-house AI model to generate indicative pricing from this information; see section 5.

Marketplace content

Reviews, ratings, profile content, and messages exchanged between users through the platform.

Device and usage data

IP address, browser and device type, operating system, referring pages, and log data collected automatically when you use our website.

When you use the app, our servers record standard technical log data each time the app connects, such as your IP address, the time, and the request made. We use this to run the service, keep it secure and fix errors. The app contains no analytics, advertising or crash-reporting tools, does not use your phone's advertising ID, and does not track you across other companies' apps or websites.

Location data

Approximate or precise location, used to match jobs to tradeswomen operating in the relevant area and to generate accurate quotes. TaskHer currently operates in London only.

The app does not access your phone's location. The job addresses and postcodes you see in the app come from the customer's booking.

Information collected through the TaskHer app

When you use the app, we collect:

- **Sign-in details.** The email address and password you sign in with. Your password goes to us over an encrypted connection and is not stored on your phone. To keep you signed in, the app keeps a sign-in session in your phone's secure storage (the iOS Keychain or Android Keystore). If you ask to reset your password from the app, we use your email address to send you the reset link.
- **Job updates you make.** The jobs you accept or turn down and the reason you give, the date you choose, your arrival time, date changes, follow-on work, changes to labour, parts and expenses, painting and decorating estimates, and your post-job report.
- **Photos and videos you choose to upload.** Before and after photos and videos of a job, photos and videos for an estimate, and photos you send in a chat. The app only uploads photos and videos you pick yourself; it never reads your photo library in the background. Photos are converted to JPEG and resized before upload, which removes embedded details such as the location a photo was taken.
- **Messages.** Messages and photos you exchange in the app with customers, with tenants on a lettings job, and with TaskHer staff.

- **Push notification token.** If you allow notifications, the app sends us a token that lets us send notifications to that phone. We store it against your account.

The app does not access your contacts, calendar, microphone, camera or location, and does not read files on your phone other than the photos and videos you choose.

App permissions

The app asks for two permissions, both optional:

- **Notifications**, to tell you about new jobs, messages and booking updates. You can turn these off at any time in your phone's settings. If you do, you will not get alerts, but you can still see everything in the app.
- **Photos**, asked only when you tap to add a photo or video. On newer phones you can choose to share only the photos you select.

You can change either permission at any time in your phone's settings.

4. How and why we use your information

We only use personal information where we have a lawful basis to do so under UK GDPR. The table below sets out our main purposes and the basis we rely on for each.

Purpose	Lawful basis
Creating and managing your account	Performance of a contract
Matching customers with tradeswomen; facilitating bookings	Performance of a contract
Vetting tradeswomen (qualifications, references, regulatory credentials)	Legitimate interests (platform safety and trust); legal obligation where a credential such as Gas Safe registration is a statutory requirement
Generating instant quotes via our AI quoting tool	Performance of a contract
Processing payments	Performance of a contract
Preventing fraud and keeping the platform secure	Legitimate interests
Sending marketing communications	Consent (homeowners); legitimate interests / soft opt-in
Complying with tax, accounting and other legal obligations	Legal obligation
Responding to support requests and complaints	Performance of a contract; legitimate interests
Sending app notifications about new jobs, messages and booking updates	Performance of a contract. You choose whether to allow notifications on your phone.
Recording job reports and before/after photos and videos, to confirm work was done, calculate payment and resolve disputes	Performance of a contract; legitimate interests (resolving disputes and quality of work)

Where we rely on legitimate interests, we have considered whether that interest is overridden by your rights and freedoms, and concluded it is not. You can ask us for details of the specific balancing

assessment for any purpose by contacting hello@taskher.co.uk.

5. Automated decision-making: the instant quote tool

Our instant quote feature uses an in-house AI model to generate an indicative price from a natural-language description of a job (for example, "my bathroom tap is dripping").

- What it does: the model generates a price estimate based on the job description provided; it does not assess or score the person making the request.
- Effect on you: quotes are indicative only and do not, on their own, determine access to the service, so we do not consider this a decision with legal or similarly significant effect under Article 22 of UK GDPR.

6. Who we share your information with

Other users of the platform

TaskHer is a two-sided marketplace, so some information is visible to other users by design:

- Homeowners and lettings agents can see a tradeswoman's profile with photo and bio.
- Tradeswomen can see the job details, location, and contact information reasonably needed to attend a job.
- When a tradeswoman uses the app, the customer for that job (and the tenant, on a lettings job) can see the messages and photos she sends them, her arrival time, and the estimate, date and cost changes for their job. Post-job reports and before/after photos and videos, and the before photos on a painting and decorating estimate, are seen only by TaskHer staff and the tradeswoman, not by other users.

Service providers

We share information with third parties who process it on our behalf, under contract, including:

- Stripe (payment processing)
- 123 Reg (hosting provider)
- Front (email provider)
- Mail Chimp (CRM)
- Hetzner Online (hosting of the TaskHer platform, its database, and the photos, videos and files uploaded through it)
- Expo (delivering app notifications and app updates)
- Google (Firebase Cloud Messaging, which delivers notifications to Android phones) and Apple (Apple Push Notification service, which delivers them to iPhones)

A notification can include the job type and postcode, or the sender's name and the start of a message, so this information passes through Expo and Google or Apple on its way to your phone.

Legal and regulatory disclosures

We may disclose information where required by law, to comply with a court order or regulatory request, or to protect the rights, safety, or property of TaskHer, our users, or others.

Business transfers and fundraising

We may share information with prospective investors, acquirers, or their advisers during due diligence for a fundraising round, merger, or acquisition, subject to confidentiality obligations. If TaskHer is acquired or merges with another company, your information may transfer to the new owner, who must honour this notice or provide you with a revised one.

We do not sell personal information to third parties.

7. International transfers

Some of our service providers process personal information outside the UK:

- Hetzner Online hosts the TaskHer platform in Germany. The UK recognises the EEA as providing adequate protection.
- Expo, Google and Apple, which deliver app notifications and updates, may process information in the United States. Where they do, we rely on the UK Extension to the EU-US Data Privacy Framework where the provider is certified, or otherwise on the UK International Data Transfer Addendum to the EU Standard Contractual Clauses.

You can ask us for a copy of the safeguards we rely on by contacting hello@taskher.co.uk.

8. How long we keep your information

We keep personal information only for as long as necessary for the purpose it was collected for. The figures below are a starting point and should be confirmed against TaskHer's actual practice and any legal advice received.

Data category	Retention period
Active account data	Duration of account
Vetting and verification files, approved tradeswomen	Duration of active status on the platform, plus 6 years
Vetting files, rejected applicants	6–12 months
Payment and transaction records	6 years
Marketing consent records	Until consent is withdrawn
Support correspondence and complaints	6 years
App push notification tokens	Until you sign out of the app on that phone, or your account is deleted
Sign-in session stored on your phone	Until you sign out or uninstall the app

9. Special category and criminal offence data

Where our vetting process requires confirmation of right to work in the UK, or involves any other check that touches on special category data (such as health information relevant to a specific trade) or criminal offence data, we will process that information only where a specific condition under Article 9 or Article 10

of UK GDPR and Schedule 1 of the Data Protection Act 2018 applies, and we will name that condition here.

10. Cookies

Our website uses cookies and similar technologies. Full details, including how to manage your preferences, are in our Cookie Notice at https://www.taskher.co.uk/cookie

Non-essential cookies are only set with your consent, given through the cookie banner when you first visit our website.

11. Children

TaskHer is not directed at, and is not intended for use by, anyone under the age of 18. We do not knowingly collect personal information from anyone under 18. If you believe a child has provided us with personal information, contact hello@taskher.co.uk and we will take steps to remove it.

12. Your rights

Under UK GDPR, you have the right to:

- Access the personal information we hold about you
- Have inaccurate information corrected
- Have your information deleted in certain circumstances
- Restrict how we use your information
- Receive a copy of your information in a portable format
- Object to processing based on legitimate interests, including direct marketing
- Withdraw consent at any time, where we rely on consent

To exercise any of these rights, contact hello@taskher.co.uk. We will respond within one month; this can be extended by a further two months for complex requests, and we will tell you if that applies. We may need to verify your identity before actioning a request, particularly for vetting-related files.

Deleting your account

You can ask us to delete your TaskHer account, including if you use the app, by emailing hello@taskher.co.uk from the email address on your account with the subject "Delete my account". We will confirm by email once it is done, within one month.

When we delete your account, we delete your profile, your sign-in details and your app notification tokens, and you can no longer sign in. We keep the records we have to keep for the periods in section 8, for example job and payment records needed for tax, accounting and resolving disputes. After those periods, they are deleted.

Uninstalling the app removes your sign-in session and other app data from your phone, but it does not delete your TaskHer account.

If you are unhappy with how we have handled your information, you have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113

We would appreciate the chance to address your concern directly first, at hello@taskher.co.uk.

13. Changes to this notice

We may update this notice from time to time. The "Last updated" date at the top shows when it was last revised. Where changes are material, we will take reasonable steps to notify you, such as an email or a notice on our website.

14. Contact us

For any question about this notice or how we handle your personal information: hello@taskher.co.uk.