

Data Retention & Account Deletion Policy

Effective Date: 03/08/2026

Last Updated: 03/08/2026

1. Intro

This Data Retention & Account Deletion Policy explains how we retain, manage and delete personal information collected through our website and mobile application ("Platform").

We are committed to protecting your privacy and handling your personal information responsibly in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Policy should be read alongside our Privacy Policy.

2. Why We Retain Data

We retain information only for as long as reasonably necessary to:

- Provide our services.
- Manage user accounts.
- Maintain accurate business records.
- Resolve complaints and disputes.
- Prevent fraud and misuse.
- Comply with legal and regulatory obligations.
- Enforce our Terms and Conditions.
- Improve and maintain our Platform.

3. Types of Information We Retain

Depending on how you use the Platform, we may retain:

- Account information.
- Contact details.
- Business information.
- Job requests.
- Reviews and ratings.

- Device and technical information.
- Login history.
- Customer support communications.
- Audit and security logs.

4. How Long We Keep Information

We retain different categories of information for different periods depending on the purpose for which it was collected.

Typical retention periods may include:

Information	Typical Retention Period
Account information	While your account remains active
Reviews and ratings	Until removed or where legally required
Customer support enquiries	Up to 3 years
Platform security logs	Up to 12 months
Verification records	As long as reasonably necessary for verification and compliance
Financial or transaction records	Up to 6 years where required by law
Fraud prevention records	As long as reasonably necessary to protect the Platform

Actual retention periods may vary where legal obligations require us to retain information for longer.

5. Inactive Accounts

Accounts that remain inactive for an extended period may be archived or scheduled for deletion.

Before permanently deleting inactive accounts, we may attempt to notify the account holder using the contact details associated with the account.

6. Requesting Account Deletion

You may request deletion of your account at any time by:

- Using the account deletion feature within the Platform (where available); or

- Contacting our support team.

For security reasons, we may ask you to verify your identity before processing your request.

7. What Happens When You Delete Your Account

When your deletion request is processed:

- Your account will be deactivated.
- Access to your account will end.
- Personal information will be deleted or anonymized where appropriate.
- Your profile will no longer be visible on the Platform.

Some information may remain where required by law or for legitimate business purposes.

8. Information We May Continue to Retain

Even after your account is deleted, we may retain certain information where necessary to:

- Comply with legal obligations.
- Meet tax or accounting requirements.
- Resolve disputes.
- Detect and prevent fraud.
- Enforce our legal rights.
- Respond to court orders or regulatory requests.
- Protect the security of the Platform.

Where possible, retained information will be restricted and used only for these purposes.

9. Reviews After Account Deletion

Reviews that accurately reflect genuine experiences may remain visible after an account is deleted to preserve the integrity of the Platform.

Where reviews remain, personal information will be removed or anonymized where appropriate unless retention is required by law.

10. Fraud Prevention

If an account has been suspended or removed due to fraud, abuse or serious breaches of our policies, we may retain certain information after account deletion to help prevent repeat misuse of the Platform.

11. Data Security

While information is retained, we use reasonable technical and organisational measures designed to protect it from:

- Unauthorised access.
- Loss.
- Misuse.
- Alteration.
- Disclosure.
- Destruction.

No online service can guarantee absolute security, but we continually work to safeguard your information.

12. Your Rights

Subject to applicable law, you may have the right to:

- Access your personal information.
- Correct inaccurate information.
- Request deletion of your personal information.
- Restrict certain processing.
- Object to certain processing.
- Request a copy of your information where applicable.

Some rights may be limited where we are legally required to retain information.

13. Processing Time

We aim to process account deletion requests without undue delay.

Where additional verification is required or legal obligations apply, processing may take longer.

We will notify you if we are unable to fully delete certain information and explain the reason where appropriate.

14. Changes to This Policy

We may update this Policy from time to time.

When significant changes are made, we will publish the updated version on the Platform and update the "Last Updated" date.

Continued use of the Platform after changes take effect constitutes acceptance of the updated Policy.

15. Contact Us

If you have any questions about this Policy or wish to exercise your data protection rights, please contact us.

Email: Dan@skylinepainting.co.uk

Company: Opratives

Website: Opratives.co.uk

