



RIGHT CARE AT THE RIGHT PLACE

PRIVACY NOTICE



FEBRUARY 2024

We ask that you read this Privacy Notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and other organisations in the event you have a complaint. Please see the section on ‘Your rights’ for more information.

Introduction

We are Care2Victory Services Ltd. For us to provide care and support services to the people we support we collect and use certain personal information about you.

Personal information means any information about you from which you can be identified, but it does not include information where your identity has been removed (anonymous data).

As the ‘controller’ of personal information, we are responsible for how that data is managed. We are required to comply with the Data Protection Act 2018 (“DPA”) and **the General Data Protection Regulation 2016 (“GDPR”)**, which applies in the United Kingdom and across the European Union. This document sets out our obligations to you and your rights in respect of how we manage your personal information.

As the ‘controller’ of your personal information, we will ensure that the personal information we hold about you is:

1. used lawfully, fairly and in a transparent way.
2. collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. relevant to the purposes we have told you about and limited only to those purposes.
4. accurate and kept up to date.
5. kept only as long as necessary for the purposes we have told you about.
6. kept securely.

If you have any questions about this privacy notice or would like further explanation as to how your personal information is managed, please send an email to becky.peters@care2victory-services.com, write to Becky Peters, Registered Manager, Care2Victory Services Ltd, 46 Dean Road, Sittingbourne, Kent ME10 2DG or call 0330 0430565.

Please note when we refer to:

- A “**public body**” we mean any organisation in the United Kingdom which delivers, commissions or reviews a public service and includes (but is not limited to) the Ombudsman, Care Quality Commission, local authorities, councils, unitary authorities, clinical commissioning groups, health and social care trusts, the National Health Service as well as their arm’s length bodies and regulators.
- A “**social or health care professional**” we mean any person who provides direct services, acts as consultant or is involved in the commission of your healthcare or social care services, including (but not limited to) your General Practitioner (GP), dental staff, pharmacists, nurses and health visitors, clinical psychologists, dieticians, physiotherapists, occupational therapists, hospital staff, social workers and other care and support related professionals.

The personal information we collect and use in relation to people who enquire about and use our services

Information collected by us:

When you enquire about our care and support services and during the course of providing care and support services to you, we collect the following personal information when you provide it to us:

- your name, home address, date of birth and contact details (including your telephone number, email address) and emergency contacts (i.e. name, address, relationship, email and home, work and mobile numbers)
- your allergies, dietary requirements and any medical, physical or mental conditions and in particular your care needs, including details relating to your medication, mobility and dexterity, skin integrity, activities of daily living and any terminal care wishes
- your likes, dislikes and lifestyle preferences (which may include your religious or cultural beliefs, racial or ethnic origin, education and occupation, relationships, politics, health and sexuality (in so far as they relate to providing you with suitable companionship and care)
- your picture for inclusion for our records and not for sharing outside our service without express permission
- your home environment including physical safety features of your external and internal living spaces

Information collected from other sources

We may also obtain personal information from other sources such as:

- your allergies and any medical, physical or mental conditions and in particular your care and support needs, from any appropriate external social or health care professionals (including your GP)
- your likes, dislikes and lifestyle preferences (which may include your religious or cultural beliefs, racial or ethnic origin, education and occupation, relationships, politics, health and sexuality (in so far as they relate to providing you with suitable companionship and care) from your family, friends and any other person you have nominated as your representative
- your Attorney or Deputy (if applicable)

How we use your personal information

We use your personal information to:

- prepare, review and update a suitable assessment and care plans, describing the nature and level of care and support services which you have requested we supply to you
- communicate with you, your representatives and any appropriate external social or health care professionals about your individual needs and personalise the service delivered to you
- make reasonable adjustments, when required, to meet your individual needs and to ensure we have suitable facilities to ensure your safety

- invoice you for our services in accordance with our terms and conditions
- carry out quality assurance procedures, review our service and improve our customer experience (please note that feedback can also be provided anonymously)
- contact you regarding your any events or with information that we feel may be of interest to you linked to our service

Who we share your personal information with

We may share your medical information with appropriate external social or health care professionals (including your GP and pharmacist) and any individuals you have nominated as your representative. This data sharing enables us to establish the type of care and support you need. It also allows us to design the right care and support to suit your individual circumstances, including if (in future) you decide to receive care from an alternative provider.

We may share personal information with law enforcement or other authorities if required by law. This includes information required by public bodies to evidence our compliance with the applicable regulatory framework. We are also required to share personal information with external social or health care professionals, including public bodies and local safeguarding groups (in some circumstances) to ensure your safety.

We will share your personal information electronically with our care scheduling software provider Roundsys to coordinate your visits, to produce Medications Administration Records to support your care and to produce our invoices.

We will not share, sell or trade your personal information with any other third party.

Whether information has to be provided by you, and if so why

The provision of your medical, physical or mental condition is necessary to enable us to create a Individualised Plan and to provide you with suitable care and support services. Without this information, we will not be able to assess your care needs or provide any support and care services to you.

The provision of your name and home address is required so that we can arrange a Care Worker to attend your home or community setting to deliver the services and so that we can invoice you for the fees.

We will inform you at the point of collecting information from you, whether you are required to provide the information to us.

How long your personal information will be kept

- we will hold the personal information kept within your client file for 10 years from date of our last contact. We retain your information for this period in case any issues arise or in case you have any queries.
- we will hold the personal information kept within our enquiries and feedback procedure for 5 years so that we can identify trends and patterns in our service

Following the end of the retention periods, your files and personal data we hold about you will be permanently deleted or destroyed. If we are required to obtain your consent to process your personal data, any information we use for this purpose will be kept until you withdraw your consent, unless we are entitled to retain the personal data on the basis of other grounds set out in the Data Protection Legislation.

The personal information we hold

Reasons we can collect and use your personal information

We rely on the following grounds within the **GDPR** as the lawful basis on which we collect and use your personal data and special category data (such as your health):

- Article 6(1)(b) – processing is necessary for the performance of our contracts to provide individuals with care and support services
- Article 6(1)(c) – processing is necessary for us to demonstrate compliance with our regulatory framework and the law
- Article 9(2)(h) – processing is necessary for the provision of social care or the management of social care systems and services

We also rely on Article 6(1)(f) of GDPR to process your personal information in pursuit of our **legitimate interests**, which include corporate due diligence and financial modelling, service development and innovation.

Your rights

Under the **GDPR** you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information;
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address;
- require us to correct any mistakes in your information which we hold;
- require the erasure (i.e. deletion) of personal information concerning you, in certain situations.

Please note that if you ask us to delete any of your personal information which we believe is necessary for us to comply with our contractual or legal obligations, we may no longer be able to provide care and support services to you;

- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations;

object at any time to processing of personal information concerning you for direct marketing;

- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- object in certain other situations to our continued processing of your personal information;
- otherwise restrict our processing of your personal information in certain circumstances;
- claim compensation for damages caused by our breach of any data protection laws;

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

How to contact us

If you would like to exercise any of those rights, please:

- email, call or write to Becky Peters, Registered Manager, Care2Victory Services Ltd, 46 Dean Road, Sittingbourne, Kent ME10 2DG or call 0330 0430565.
- let us have enough information to identify you (e.g. your name and address),

let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and

- let us know the information to which your request relates, including any account or reference numbers, if you have them.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you would like detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The **GDPR** also gives you right to lodge a complaint with a supervisory authority which in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to this privacy notice: This privacy notice was published in February 2024 and is reviewed annually. We may change this privacy notice from time to time, when we do, we will inform you.

National Data Opt-Out: At this time, we do not share any data for planning or research purposes for which the national data-opt out would apply. We review this on an annual basis and for any new processing.

Do you need extra help?: If you would like this notice in another format (for example: audio, large print) please contact us (see 'How to contact us' above).