

GDPRF08 - Privacy Statement



1. About this notice

Professional Carers (Wirral) Ltd (referred to as "Professional Carers", "we", "us" or "our") respects your privacy and is committed to protecting your personal information.

This notice explains how we collect, use, store and share personal information when you visit **www.professional-carers.co.uk**, contact us through the website, subscribe to updates or make an enquiry about our care services. It also explains your data protection rights.

2. Who we are

Professional Carers (Wirral) Ltd is a company registered in England and Wales under company number **07617005**. Our head office and registered office is:

221 Seaview Road
Wallasey
Wirral
England
CH45 4PD

Professional Carers is the controller of the personal information covered by this notice.

Our Data Protection Officer is **Gary Nagle, Director of Operations**. You can contact our Data Protection Officer by:

Email: **info@professional-carers.co.uk**

Telephone: **0151 638 4500**

Post: **Data Protection Officer, Professional Carers (Wirral) Ltd, 221 Seaview Road, Wallasey, Wirral, CH45 4PD**

3. Personal information we collect

Depending on how you use our website or contact us, we may collect:

- your name, address or general location, telephone number and email address;
- the content of your enquiry and your communication preferences;
- information about the person requiring care, where you are enquiring on someone else's behalf;
- your relationship to that person and, where relevant, information about your authority to act for them;
- information about requested care services, availability, funding or referral arrangements;
- health, disability, mobility, medication, communication or other care-related information voluntarily included in an enquiry;
- records of our correspondence and actions taken in response;
- newsletter subscription and marketing preferences;
- your IP address, browser, operating system, device type, approximate location derived from your IP address, referring page, pages viewed and website interactions; and
- cookie choices and other information described in our Cookie Policy.

Please only provide information about another person where you are authorised to do so. Where appropriate, please make them aware of this notice.

4. Special category information

Information about health, disability, ethnicity, religion, sexual orientation and certain other sensitive matters is classed as special category personal data and receives additional legal protection.

GDPRF08 - Privacy Statement

An initial care enquiry may contain health, disability or care-needs information. Where we process special category information, we identify both a lawful basis under Article 6 of the UK GDPR and an additional condition under Article 9. Depending on the circumstances, this may include that processing is necessary:

- for the provision or management of health or social care under Article 9(2)(h);
- to protect someone's vital interests under Article 9(2)(c);
- for the establishment, exercise or defence of legal claims under Article 9(2)(f); or
- where you have given explicit consent under Article 9(2)(a).

We only collect special category information through the website where it is relevant to understanding or responding to an enquiry.

5. How we collect personal information

We collect personal information:

- directly from you when you complete a form, subscribe to updates, telephone, email or otherwise contact us;
- from a relative, advocate, authorised representative or person making an enquiry on your behalf;
- from local authorities, NHS organisations, social workers, healthcare professionals, referral partners or other organisations involved in a referral, where appropriate;
- automatically through essential website technologies and, where required, technologies you have consented to; and
- from publicly available sources where this is necessary and lawful, for example to confirm organisational contact information.

6. Why we use personal information and our lawful bases

Purpose	Types of information	Lawful basis
Responding to enquiries and requests for information	Identity, contact details, enquiry and correspondence	Legitimate interests in responding to enquiries; or steps taken at your request before entering into a contract
Assessing whether we may be able to provide care	Identity, contact, representative, care-needs and referral information	Steps before entering into a contract; legitimate interests; legal obligation where applicable; and an appropriate Article 9 condition for special category data
Referring or directing an enquiry to the appropriate branch, professional or commissioning body	Identity, contact, enquiry and referral information	Legitimate interests; legal obligation where applicable; and an appropriate Article 9 condition where special category data is involved
Operating, securing and administering the website	IP address, device, browser, security and technical information	Legitimate interests in providing a secure, reliable website and preventing fraud or misuse
Remembering cookie choices and providing functions requested by visitors	Cookie preferences and device information	Legitimate interests and applicable exemptions under the Privacy and Electronic Communications Regulations
Measuring and improving website use	Online identifiers, page views and interactions	Consent where required for non-essential cookies or similar technologies
Sending newsletters and organisational updates	Name, email address and marketing preferences	Consent, or the electronic-marketing soft opt-in where its legal conditions are met
Managing complaints, safeguarding concerns, disputes	Contact, correspondence, care-related and incident information	Legal obligation; legitimate interests; vital interests where applicable; and

GDPRF08 - Privacy Statement

and legal claims		an appropriate Article 9 condition where special category data is involved
Meeting regulatory, contractual and legal requirements	Information relevant to the applicable requirement	Legal obligation, contract or legitimate interests, with an appropriate Article 9 condition where required

Where we rely on legitimate interests, we consider the necessity of the processing and balance our interests against the individual's rights and reasonable expectations.

7. Marketing communications

We may send newsletters or company updates where you have asked to receive them or where another lawful electronic-marketing basis applies. We do not sell personal information or provide it to unrelated organisations for their own marketing.

You can unsubscribe at any time by using the unsubscribe option in a marketing email or contacting **info@professional-carers.co.uk**. Withdrawing consent does not affect the lawfulness of processing carried out before it was withdrawn.

We may retain a minimal suppression record after you unsubscribe so that we can respect your preference and avoid sending further marketing.

8. Cookies and website technologies

Our website uses cookies and similar technologies. Some are necessary for the website to work, while optional analytics or performance technologies are used only in accordance with applicable consent requirements.

Our Cookie Policy and Cookie Schedule (available for download via our website) explains the technologies used, their purposes, providers and durations, and how you can change your preferences.

9. Who we share personal information with

Where necessary and lawful, we may share personal information with:

- the relevant Professional Carers branch and authorised members of our workforce;
- the person receiving care and their authorised representative;
- local authorities, commissioning bodies and social workers;
- NHS organisations, GPs, hospitals, community teams and other health or social-care professionals;
- emergency services, safeguarding authorities and law-enforcement bodies;
- regulators and inspection bodies, including the Care Quality Commission and the Care Inspectorate;
- insurers, solicitors, auditors and other professional advisers;
- IT, website, email, communications, document-management and care-management system providers acting on our instructions;
- GoDaddy, which hosts and supports our website;
- providers of embedded website content, including Homecare.co.uk, the Care Quality Commission and the Care Inspectorate;
- public authorities, courts or other organisations where disclosure is required or permitted by law; and
- a prospective buyer, seller or adviser if our business or assets are reorganised, transferred or sold, subject to appropriate confidentiality arrangements.

We require processors acting on our behalf to protect personal information, maintain confidentiality and process it only in accordance with our instructions and applicable law.

We may disclose information without consent where this is necessary to meet a legal or regulatory obligation, protect vital interests, address a safeguarding concern, prevent or investigate crime, or establish, exercise or defend legal rights.

GDPRF08 - Privacy Statement

10. International transfers

Some suppliers may process or allow access to personal information outside the United Kingdom. Where personal information is transferred internationally, we use an appropriate legal mechanism as required by data protection law.

Depending on the destination and supplier, this may include UK adequacy regulations, the UK International Data Transfer Agreement, or the UK Addendum to the EU Standard Contractual Clauses, together with any necessary transfer risk assessment and supplementary safeguards.

11. How long we keep personal information

We retain personal information only for as long as it is reasonably needed for the purpose for which it was collected and to meet applicable legal, regulatory, safeguarding, insurance and contractual requirements.

Record	Normal retention approach
General website or care enquiry that does not progress	Normally up to 12 months after the enquiry is closed, unless a longer period is needed for a complaint, safeguarding matter or legal claim
Enquiry that progresses to an assessment or care service	Incorporated into the relevant service user or referral record and retained under our care-record retention schedule
Newsletter and marketing record	Until consent is withdrawn, the individual unsubscribes or the information is no longer required; a minimal suppression record may then be retained
Cookie and website analytics information	For the periods described in our Cookie Schedule and applicable supplier arrangements
Complaint, incident, safeguarding or legal correspondence	In accordance with the applicable complaints, safeguarding, insurance and legal-claims retention requirements
Records needed to demonstrate compliance	For the period reasonably required to demonstrate compliance and respond to regulatory or legal enquiries

Retention periods may be extended where information is relevant to an active complaint, safeguarding matter, investigation, litigation or other legal requirement. Information is securely deleted or anonymised when it is no longer required.

12. Security

We use appropriate technical and organisational measures designed to protect personal information against unauthorised or unlawful access, alteration, disclosure, loss or destruction. Measures include proportionate access controls, staff confidentiality requirements, training, secure systems, security monitoring, data minimisation, backup arrangements and appropriate supplier contracts.

Although we take appropriate precautions, transmitting information over the internet cannot be guaranteed to be completely secure. Please avoid including unnecessary sensitive information in an initial website enquiry. If detailed care information is needed, we may provide a more appropriate secure method of communication.

13. Automated decision-making

We do not use personal information collected through our website to make decisions about individuals solely by automated means where those decisions produce legal or similarly significant effects. We do not use website browsing relating to health or care interests to create targeted advertising audiences.

If this changes, we will update this notice and provide the information required by law before commencing that processing.

GDPRF08 - Privacy Statement

14. Your data protection rights

Depending on the circumstances and the lawful basis used, you may have the right to:

- be informed about how your personal information is used;
- request access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to erase personal information;
- ask us to restrict how personal information is used;
- object to processing based on legitimate interests or to direct marketing;
- receive information you provided in a structured, commonly used and machine-readable format and, where technically feasible, have it transmitted to another controller;
- withdraw consent at any time where processing is based on consent; and
- obtain human intervention and challenge a qualifying decision made solely by automated means.

These rights are not absolute. Legal exemptions or obligations may mean that we cannot comply with a request in full - for example, where information must be retained for safeguarding, regulatory or legal reasons. If an exemption applies, we will explain this where the law permits.

To exercise a right, contact **info@professional-carers.co.uk** or use the postal address in section 2.

We may request information necessary to confirm your identity. We normally respond within one month. If a request is complex or numerous, the law may permit us to extend the response period; where this applies, we will notify you within the initial month.

There is normally no fee. However, the law may allow a reasonable fee or permit us to refuse a request where it is manifestly unfounded or excessive.

15. Complaints

If you have a concern about how we use personal information, please contact our Data Protection Officer first so that we can investigate and respond.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection:

Website: **www.ico.org.uk**
Telephone: **0303 123 1113**

You may complain to the ICO without contacting us first, and contacting us does not affect that right.

16. Changes to this notice

We may update this notice to reflect changes to our services, systems, suppliers or legal obligations. The latest version will be published on our website and identified by its "Last updated" date.

17. Contact us

For questions about this notice or the use of personal information, contact:

Gary Nagle
Professional Carers (Wirral) Ltd
221 Seaview Road
Wallasey
Wirral
CH45 4PD

Email: **info@professional-carers.co.uk**
Telephone: **0151 638 4500**
