THE LAKELAND HOME HELP COMPANY

Privacy Policy

1. The Lakeland Home Help Company Ltd customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with, inc. third parties
- Sharing information outside the UK
- How to complain

Contact details

Our full details are:

The Lakeland Home Help Company Ltd
Postal Address: 20 Wenlock Road, London, England, N1 7GU
Email: info@lakelandhomehelp.co.uk
Phone number: 07856 244509

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at: info@lakelandhomehelp.co.uk.

2. What information we collect, use, and why

We collect or use the following information to provide **services and goods, including delivery:**

- Names and contact details
- Addresses
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)
- Health information (including dietary requirements, allergies and health conditions)
- Health and safety information
- Photographs or video recordings
- Records of meetings and decisions
- Identification documents
- Information relating to compliments or complaints
- We also collect or use the following special category information to provide services and goods, including delivery. This information is subject to additional protection due to its sensitive nature:
- Health information

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details
- Addresses
- Marketing preferences
- Location data
- Recorded images, such as photos or videos

We collect or use the following information to comply with **legal requirements:**

- Name
- Contact information
- Identification documents
- Financial transaction information
- Criminal offence data (including Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
- Health and safety information

We also collect or use the following special category information to comply with **legal requirements**. This information is subject to additional protection due to its sensitive nature:

- Health information

We collect or use the following information for **recruitment purposes:**

- Contact details (e.g. name, address, telephone number or personal email address)
- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Employment history (e.g. job application, employment references or secondary employment)
- Education history (e.g. qualifications)
- Right to work information
- Details of any criminal convictions (e.g. Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)

We also collect or use the following special category information for **recruitment purposes.** This information is subject to additional protection due to its sensitive nature:

- Racial or ethnic origin
- Health information

We collect or use the following personal information for dealing with **queries, complaints or claims:**

- Names and contact details
- Address
- Witness statements and contact details
- Relevant information from previous investigations
- Customer or client accounts and records
- Information relating to health and safety
- Correspondence

3. Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. Read more about the right of access.
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. Read more about the right to rectification.
- Your right to erasure - You have the right to ask us to delete your personal information. Read more about the right to erasure.
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. Read more about the right to restriction of processing.
- Your right to object to processing - You have the right to object to the processing of your personal data. Read more about the right to object to processing.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. Read more about the right to data portability.
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. Read more about the right to withdraw consent.

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

4. Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
    - We may need to collect and use personal information beyond what is strictly required by our service agreement in order to provide a safe and effective service. This includes recording access arrangements for a customer\'s property, noting specific preferences or requirements for how tasks should be carried out, and

retaining information that helps us match the most suitable member of staff to each customer. We believe this is in the interest of both our customers and our organisation, as it allows us to deliver a consistent, personalised and reliable service. We take care to only collect information that is relevant to the service being provided and do not use it for any unrelated purpose. We consider the benefit to our customers in receiving a tailored service to outweigh any minimal risk associated with holding this additional information

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
    - We may use personal information held about existing customers to send updates about our services, including changes to availability, pricing, or the way we deliver our services. We may also occasionally inform existing customers about new or similar services that we believe may be relevant to them based on the services they already use. We believe this is in the interest of our customers, as it helps them stay informed about the services they rely on and makes them aware of additional support that may benefit them. We only contact customers about services that are directly relevant to those they already receive from us, and we always provide a clear and easy way to opt out of these communications. We consider the benefit of keeping customers informed to outweigh any minimal inconvenience, and we do not share customer information with any third parties for marketing purposes

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **recruitment purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for dealing with **queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
    - We may need to collect and use personal information when responding to queries from potential customers, handling complaints, or dealing with claims. This may include the individual\'s name, contact details, and any information relevant to the nature of their query or complaint. In some cases, queries or complaints may be raised by a third party such as a family member acting on behalf of a customer, and we will need to process their information in order to respond appropriately. We may also retain records of complaints and their outcomes to help us identify areas for improvement and maintain the quality of our services. We believe this processing benefits both the individual and our organisation. Individuals benefit from having their concerns dealt with promptly and thoroughly, and our organisation benefits from being able to resolve issues effectively and learn from feedback. We consider these benefits to outweigh any minimal risk to the individual, and we only collect information that is directly relevant to the matter being raised. We do not use information gathered through queries or complaints for any unrelated purpose.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

5. Where we get personal information from

- Directly from you
- Health care providers
- Previous employers
- Third parties:
    - We may receive personal information from third parties where someone contacts us on behalf of another person. This is most commonly a family member, friend, or neighbour who is enquiring about or arranging services for someone they know. The information they provide may include the individual\'s name, address, contact details, and details about the type of support they require. We may also receive personal information about our self-employed workers from third parties, such as previous clients or employers who provide references, and from DBS checking services as part of our vetting process. We may also receive referrals from local authority services or other organisations who believe an individual may benefit from our services.

6. How long we keep information

We keep your personal information only for as long as necessary to fulfil the purposes for which it was collected, and in accordance with our legal and regulatory obligations. When personal information is no longer required, it is securely deleted or destroyed.

Customer records
We retain records relating to the services we provide, including service agreements, preferences, and access arrangements, for three years following the end of our relationship with you. Where we hold information about your health or personal circumstances to help us deliver our service safely and effectively, this is also retained for three years after our relationship ends.

Financial records
Financial and accounting records, including invoices, payment records, and expenses, are retained for seven years in accordance with HMRC requirements and the Companies Act.

Marketing
Where you have given consent to receive marketing communications, we retain a record of that consent for the duration of our marketing relationship with you and for two years thereafter. Photographs or videos used for marketing purposes are retained only for as long as your consent remains valid. Upon withdrawal of consent, such material is securely deleted.

Recruitment
Records relating to unsuccessful applicants are retained for six months following the outcome of the recruitment process, to cover any potential claims under the Equality Act 2010, after which they are securely destroyed.

Freelance and self-employed workers
We retain records relating to our self-employed workers, including contracts, engagement records, correspondence, and payment records, for seven years following the end of their engagement with us. This is in line with HMRC requirements and to protect both parties in the event of any dispute regarding the nature of the working arrangement. Right to work documentation is retained for two years after the engagement ends, in accordance with Home Office requirements.

DBS checks
In accordance with the DBS Code of Practice, we do not retain copies of DBS certificates. We record only the date of the check, the type of check carried out, and the certificate reference number. This record is retained for six months and then securely destroyed.

Complaints and queries
Records relating to complaints, queries, or claims are retained for six years from the date of resolution, in line with the Limitation Act 1980.

Third party information
Where we receive personal information from a third party, such as a family member or referrer acting on behalf of a customer, we retain that information for the duration of our relationship with the customer and for one year thereafter.

Safeguarding
Where personal information relates to a safeguarding concern, we will not routinely destroy that information without first considering whether it should be retained for longer. We will seek appropriate guidance before doing so.

7. Who we share information with

Data processors

QuickBooks, a cloud-based accounting platform operated by Intuit Inc, based in the United States with data processed in the UK\/EU
This data processor does the following activities for us: QuickBooks processes our financial and accounting information on our behalf. This includes generating and managing customer invoices, recording payments received, and managing expenses. The personal information processed may include customer names, addresses, contact details, and payment information

Microsoft 365, a cloud-based email, productivity, and file storage platform operated by Microsoft Corporation
This data processor does the following activities for us: Microsoft 365 is used for day-to-day business operations including email communication, document creation and storage, and file management. The personal information processed may include customer names, addresses, contact details, and service records, as well as information relating to our self-employed workers such as contact details, engagement records, and correspondence. Documents and files containing personal information may be stored within Microsoft OneDrive or SharePoint as part of the platform

SumUp, a cloud-based payment processing platform operated by SumUp Inc
This data processor does the following activities for us: SumUp processes card payments made by customers at the point of service. The personal information processed may include customer names and payment card information.

WhatsApp Business, a business messaging application operated by Meta Platforms Inc, based in the United States
This data processor does the following activities for us: WhatsApp Business is used to communicate with customers and self-employed workers. The personal information processed may include names, contact details, and the content of messages sent and received in the course of providing our services. *Please note* that some individuals we communicate with may use the standard WhatsApp application rather than WhatsApp Business, and their data is also processed by Meta Platforms Inc under the same infrastructure.

Dropbox, a cloud-based file storage and sharing platform operated by Dropbox Inc, based in the United States
This data processor does the following activities for us: Dropbox is used to store and share documents and files relating to our business operations. The personal information stored may include customer records, service documentation, and information relating to our self-employed workers such as contracts and correspondence.

Meta Platforms Inc, operator of Facebook and Instagram
This data processor does the following activities for us: Meta processes information relating to our Facebook business page and any Instagram presence, including interactions with posts, messages received through those platforms, and any advertising activity. The personal information processed may include names, contact details, and any information shared with us through those platforms.

Google Business Profile, an online business listing platform operated by Google LLC, based in the United States
This data processor does the following activities for us: Google Business Profile hosts our public business listing, which may include our contact details, location, opening hours, and photographs. It also facilitates customer reviews, which may contain personal information about the individuals who leave them. The personal information processed may include customer names and any personal details included within reviews or messages sent to us via the platform.

GoDaddy, a web hosting and domain management platform operated by GoDaddy Inc, based in the United States
This data processor does the following activities for us: GoDaddy hosts our website and manages our domain name. The personal information processed may include any information submitted through our website, such as names and contact details entered via enquiry or contact forms.

Others we share personal information with

- Insurance companies
- Organisations we need to share information with for safeguarding reasons
- Professional or legal advisors
- Relevant regulatory authorities
- Organisations we're legally obliged to share personal information with
- Emergency services
- Publicly on our website, social media or other marketing and information media
- Other relevant third parties:
    - Professional or legal advisors - We may share personal information with our accountant, solicitor, or other professional advisors where it is necessary for them to provide us with advice or services. This may include financial information relating to customers or workers, or personal details relevant to a legal matter or dispute.

Sharing information outside the UK

Where necessary, we will transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: QuickBooks (operated by Intuit)
Category of recipient: Accounting Software
Country the personal information is sent to: operated by Intuit Inc, which is a US-based company. They may have UK\/EU data centres, but data could be processed in the United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: Microsoft 365 (operated by Microsoft Corporation)
Category of recipient: Cloud-based email, productivity, and file storage platform
Country the personal information is sent to: Microsoft does have UK and EU data centres, but their privacy terms still reference the possibility of data being processed in the United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: GoDaddy Inc (operates the GoDaddy web hosting and domain management platform)
Category of recipient: Web hosting and domain management provider
Country the personal information is sent to: United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: SumUp Inc
Category of recipient: Payment processing platform
Country the personal information is sent to: SumUp is headquartered in Ireland but is owned by a US parent company; data may be processed across multiple locations including the United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: Meta Platforms Inc
Category of recipient: Social media and business messaging platform provider (Facebook, Instagram, and WhatsApp Business)
Country the personal information is sent to: United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: Dropbox Inc
Category of recipient: Cloud-based file storage and sharing platform provider
Country the personal information is sent to: United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: Google LLC
Category of recipient: Business profile and online presence platform provider
Country the personal information is sent to: United States
How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Third Parties

In addition to the data processors listed above, we may share your personal information with third parties. Third parties are organisations or individuals who are not data processors acting on our behalf, but who we share information with for specific purposes, such as to fulfil a legal obligation, protect the safety of our customers, or provide you with the best possible service.

Next of kin and family members - Where a customer has given their consent, we may share relevant information with their nominated next of kin or family members following a service visit. This may include updates relating to the visit itself, any observations relevant to the customer's wellbeing, or other information the customer has agreed should be shared. We will only share information in this way where the customer has explicitly agreed to this, and we will not share information beyond what has been consented to.

8. How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: https://www.ico.org.uk/make-a-complaint

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