

GDPR

This document refers to personal data which is defined as information concerning any living person.

The General Data Protection Regulation (GDPR) seeks to protect and enhance the rights of data source. These rights cover safeguarding of personal data, protection against the unlawful processing of personal data. Please note that GDPR does not apply to information already in the public domain.

Privacy Policy Introduction

Our Privacy Policy provides details of how we collect and process the personal data through your use of our website. All personal data that is provided when you make an enquiry, application for recruitment and marketing options.

By providing us with your data, you warrant to us that you are over 13 years old.

Swarthmore Residential Care Home are responsible for your personal data.

Personal Data

Swarthmore Residential Care Home uses the information collected from you so we can forward information about our services, telephone enquiries, email marketing information, recruitment, reviews/feedback, news, activities calendar and events. By making initial contact, you consent to Swarthmore Residential Care home to maintain a marketing dialogue with you until you opt out (which can be carried out at any stage).

Some personal data may be collected about you from the relevant source that you may complete. This information comes from records of our correspondence and phone calls, details of your visits to our website, including but not limited to personally identifying information like Internet Protocol (IP) addresses.

We will only collect the information needed to provide you with the relevant information, this will be contained. The type of personal data we may receive will be dependent on your submissions, we can classify this as:

- Identity data may include your title, first name/surname
- Contact data source may include – email, telephone numbers, address, enquiry for care
- Technical data may include your browser type and version, platform settings, technology on the devices
- you use to access this site
- Profile data may include your interests, preferences, requirements and feedback
- Usage data may include information about how you use our website

Swarthmore Residential Care Home 31 Marsham Lane, Gerrards Cross, Buckinghamshire SL9 8HB
Tel: 01753 885663 admin@swarthmorecarehome.org.uk
www.swarthmorecarehome.org.uk

- Marketing/Communication data may include your preferences in receiving marketing communications from us and our associated partners and your communication preferences

How we collect your personal data

We collect data about you through a variety of different methods:

Completion of forms via our website or communicating by post, telephone, email

Marketing leads

Reviews or feedback

Recruitment – completion of application forms/CV's and any documentation related to employment

Care Enquiries – includes details relating to the prospective resident's health, welfare and social needs

How we use your Personal Data

- We only use your personal data when and where legally permitted. The most common uses of your personal data are for marketing purposes and promotion of the home, and recruitment of new staff
- Where we need to comply with a legal or regulatory obligation
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests

Purposes for processing your personal data and your rights

Whilst we are in possession of or processing your personal data, you have the following rights:

- You have the right to request a copy of information we hold about you
- You have the right to correct data that we hold about you to be erased from our records
- You have the right to have the data we hold about you transferred to another organisation
- You have the right to object to certain types of processing such as direct marketing
- If Swarthmore refuses your request under rights of access, we will provide you with a reason why, which you have the right to legally challenge

You can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data
- Contact details of the data protection officer – where applicable
- The purpose of processing as well as the legal basis for processing
- The categories of personal data collected, stored and processed
- Recipients or categories of recipients that the data is/will be disclosed to
- How long will the data be stored?
- Details of your rights to correct, erase, restrict or object to such processing
- Information about your right to withdraw consent at any time
- How to lodge a complaint with supervisory authority - Data Protection Regulator

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- Where we need to perform a contract
- Register you as a new resident/employee
- Financial transactions
- Marketing and Communications

To manage communications:

- Notifying you about changes to our T & C's
- Reviews/Feedback/Surveys
- Identity
- Contact
- Direct Marketing
- Price changes
- Necessity to comply with legal obligation
- Update personal records
- Notification of meetings/function days/activities

Third Party Websites

Please note that there are some links on our website to other sites where you may find useful information. This does not indicate a general endorsement of those sites we have no control over how their data is collected, stored or used by other websites. We would advise you to check their privacy policies before providing any data to them.

You will only receive marketing information from us if you agree to our terms by ticking the relevant boxes on our website.

We will only use your personal data for the purposes for which we collect it, unless we reasonably consider that we need to use for another reason and the reason is compatible with the original purpose.

Swarthmore reserves the right to update this privacy notice at anytime.

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Complaints

If you wish to make a complaint about how your personal data is being processed by Swarthmore Residential Care Home, you have the right to complain to the Manager. If you do not get a response within 30 days, you can complain to the Data Protection Regulator.

Details:

Swarthmore Residential Care Home
31 Marsham Lane
Gerrards Cross
Buckinghamshire SL9 8HB
Tel: 01753 885663
Home Manager: Claire Allsopp
Email: manager@swarthmorecarehome.org.uk

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