

What personal information do we process and on what basis...

The table below sets out the information we collect and what the basis for processing it is. We collect this information directly from you or your family member or representative. We also collect information from third parties such as social workers and from public registers such as the land register. We also carry our credit checks using the credit reference provider Equifax. All personal information is held securely with our third party software providers; Access Group (Careblox), Bottomline (PT-X) and Microsoft (Dynamics 365). We also hold some paper records securely in our offices in order to allow us to effectively manage our business and our relationship with you.

Why we use your information	Our lawful basis for using your information	What information do we hold	On whom do we hold data
<p>Admission assessments: To consider your admission and how we can help your care needs.</p>	<p>It is necessary in order to enter into a contract with you.</p> <p>It is necessary to meet legal / regulatory obligations.</p> <p>It is necessary to consider your healthcare requirements as a potential resident*</p>	<p>Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport).</p> <p>Contact details (such as your previous address, personal telephone number and personal email address).</p> <p>Financial information (such as your bank account details and information about your financial circumstances).</p>	<p>Resident</p> <p>Potential Resident</p> <p>Funder</p> <p>Next of kin / family / friends / emergency contact / PoA</p>
<p>Provision of care and accommodation and related services:</p> <p>To provide you with safe, appropriate and personalised care and accommodation as one of our residents and ensure that we meet your individual requirements. This will include us using your personal information for the following reasons:</p> <ul style="list-style-type: none"> meeting your dietary requirements; making necessary adaptations to your accommodation; delivering the healthcare and personal care you require; and determining your capacity for decision making. 	<p>It is necessary to perform our contract with you.</p> <p>It is necessary to meet legal / regulatory obligations.</p> <p>It is necessary for our legitimate interests (where they are not overridden by your rights).</p> <p>It is necessary for the protection of your vital interests.</p> <p>It is necessary for us to provide you with healthcare as a resident.*</p>	<p>Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport).</p> <p>Contact details (such as your previous address, personal telephone number and personal email address).</p> <p>Financial information (such as your bank account details and information about your financial circumstances).</p> <p>Your likes and dislikes (relating to hobbies, food, routines and other categories of likes and dislikes which help us improve your care).</p> <p>Information about your care preferences (to ensure that we are providing you with the care that you want).</p> <p>Details of your life history (to ensure that we help you feel at home with us it is important for us to get to know you as best we can).</p> <p>Information about your family and friends (for the purpose of visiting, next of kin and emergency contact details).</p> <p>Information about external healthcare providers (such as your GP and practice details).</p> <p>Information about your long term wishes (such your desired arrangements in the event that you pass away while staying with us).</p> <p>Medical or health information including whether or not you have a disability</p> <p>And because circumstances are variable and change with time, there may some instances where information is required outside the list above.</p>	<p>Resident</p>
<p>Finance: Administering payments for your stay with us and making necessary checks to ensure that the care and accommodation is affordable.</p>	<p>It is necessary for our legitimate interests (where they are not overridden by your</p>	<p>Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport).</p>	<p>Resident</p> <p>Potential Resident</p>

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	rights). It is necessary to perform our contract with you.	Contact details (such as your previous address, personal telephone number and personal email address). Financial information (such as your bank account details and information about your financial circumstances).	Funder
Admin: Administrative matters which are necessary for the day to day functioning of our organisation. This may occasionally include the prevention, detection and investigation of fraud and corruption.	It is necessary to perform our contract with you. It is necessary to meet legal / regulatory obligations. It is necessary for our legitimate interests (where they are not overridden by your rights). It is necessary for us to provide you with healthcare as a resident.*	Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport). Contact details (such as your previous address, personal telephone number and personal email address). Financial information (such as your bank account details and information about your financial circumstances).	Resident Potential Resident Funder
Analysis and monitoring: Analysing the well-being of our residents and monitoring diversity.	It is necessary to perform our contract with you. It is necessary for our legitimate interests (where they are not overridden by your rights). It is necessary to meet legal / regulatory obligations. It is necessary for us to provide you with healthcare as a resident.*	Your likes and dislikes (relating to hobbies, food, routines and other categories of likes and dislikes which help us improve your care). Information used for equal opportunities monitoring about your sexual orientation, religion or belief and ethnic origin Medical or health information including whether or not you have a disability	Resident
Complaints: Handling any complaints made, concerns raised.	It is necessary to perform our contract with you. It is necessary for our legitimate interests (where they are not overridden by your rights). It is necessary to meet legal / regulatory obligations. It is necessary for us to provide you with healthcare as a resident.*	Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport). Information about your care preferences (to ensure that we are providing you with the care that you want). Information about your family and friends (for the purpose of visiting, next of kin and emergency contact details). Medical or health information including whether or not you have a disability	Resident Next of kin / family / friends / emergency contact / PoA
Safeguarding and regulation: We use your personal data for the purpose of safeguarding and regulation of care.	It is necessary to perform our contract with you. It is necessary to meet legal / regulatory obligations. It is necessary for our legitimate interests (where they are not overridden by your rights).	Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport). Information about your care preferences (to ensure that we are providing you with the care that you want). Information about your family and friends (for the purpose of visiting, next of kin and emergency contact details). Medical or health information including whether or not you have	Resident Next of kin / family / friends / emergency contact / PoA

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	It is necessary for us to provide you with healthcare as a resident.*	a disability	
<p>Communication: We will need to use your personal information to communicate with you before, during and after your stay with us.</p> <p>For example, when you telephone us, we may record those calls for monitoring purposes.</p>	<p>It is necessary to perform our contract with you.</p> <p>It is necessary for our legitimate interests (where they are not overridden by your rights).</p>	<p>Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport).</p> <p>Contact details (such as your previous address, personal telephone number and personal email address).</p>	<p>Potential Resident</p> <p>Funder</p> <p>Next of kin / family / friends / emergency contact / PoA</p>
<p>Improving our services: We may ask you to voluntarily complete resident surveys to help us improve the services which we provide to you.</p> <p>When you telephone us, we may record those calls for training purposes.</p>	<p>We rely on your explicit consent for us to use your personal data.*</p>	<p>Personal details (such as name, date of birth, gender, marital status and dependents, national insurance number and copy driving license and passport).</p> <p>Contact details (such as your previous address, personal telephone number and personal email address).</p>	<p>Resident</p> <p>Next of kin / family / friends / emergency contact / PoA</p>
<p>Security: We may need to capture images of you as part of our security processes such as use of CCTV footage.</p>	<p>It is necessary for our legitimate interests (where they are not overridden by your rights).</p> <p>It is necessary for us to provide you with healthcare as a resident and for the management of health and social care services.*</p>	<p>Video and photographs of you (such as CCTV footage, photographs for security purposes, etc):</p>	<p>Resident</p> <p>Next of kin / family / friends / emergency contact / PoA / visitors</p>
<p>Marketing: We may issue you with newsletters or updates. We will only send you e-marketing where you have expressly consented to receive it.</p>	<p>We use telephone and postal marketing on the basis of our legitimate interests to promote the services we offer.</p> <p>Where we wish to issue e-marketing, we will only issue it based on your consent.</p>	<p>Your contact details and marketing preferences.</p>	<p>Resident</p> <p>Next of kin / family / friends / emergency contact / PoA / visitors</p>
<p>3rd Party Suppliers and Contacts:</p> <p>We engage with a number of third party suppliers such as hairdressers, physios and social workers in order to provide residents with the care that they need.</p>	<p>It is necessary for our legitimate interests and for the performance of a contract to engage with third party suppliers and collect information about those suppliers and contacts.</p>	<p>Contact details, visits to the care home, 3rd party supplier insurance details, PVG / security checks and CVs.</p>	<p>Social workers, third party suppliers</p>

* This is an additional lawful basis which we need to rely on in order to use special categories of data such as information about your health

How long is it kept?

We are obliged by care regulators to maintain accurate records of care delivery and other data about those for whom we care. When a resident or patient leaves our service, we will archive that personal data in a secure storage facility (for paper records) and in a secure server (for electronic records). We will maintain it securely for no more than 8 years, unless a complaint or claim has been notified in which case we shall retain relevant data for the purpose of addressing that matter. From time to time, our insurers may request that data be held longer than 8 years for the purpose of an individual claim which concerns the data subject.

Where you are a potential resident or a visitor and do not enter into an ongoing relationship with us, we will hold your data for a period of 3 months following your last contact with us, unless there is a legitimate reason for us to hold that information for a longer period.