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**Privacy Policy**

**How we use your data**

**Who we are**

Elm Home Care Ltd (hereafter referred to as EHC) is committed to protecting and respecting your privacy. (Company number 8403112) registered at Office 1, Commercial House, High Street, Brockmoor, DY5 3JA. Elm makes living in the comfort of your own home easily accessible and stress-free.

Our data protection officer, for the purpose of applicable data protection law, is Miss Deborah Mansell (Registered manager & Founder of Elm Home Care Ltd), who may be contacted at [info@elmhomecare.co.uk](mailto:info@elmhomecare.co.uk) If you have any questions or would like to discuss further, you can email us or call us on: 01384 263733.

**Our commitment and obligations to you**

We take the collection, usage and security of your personal data seriously. We can only use your personal data under law if we have a good reason for doing so. The law provides examples of those reasons. These include:

* To perform or fulfil a contract we have with you; or
* If we have a legal duty; or
* If it is within our legitimate business interest; or
* If there is a public interest reason for doing so; or
* If you have given your consent.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

**Types of personal data we collect about you**

* Contact details of customers or customer connected parties (e.g. families)
* Demographic data (e.g. date of birth)
* Food and carer preference information (e.g. allergies / likes and dislikes)
* Financial data (for payment)
* Health data of customers
* Complaints information
* Technical Information (IP / Cookies)
* Location Data
* User login data
* Legal data (e.g. power of attorney)

**What personal data we collect and where from**

You may give us information about you or by corresponding with us by phone, e-mail or other electronic media. This includes information you provide when you subscribe to our services, complete a survey, report a problem, request further services. The information you give us may include your name, address, email address, phone number, and personal description about the customer and/or the responsible party of the customer.

**IMPORTANT: For data privacy reasons, we will only collect information from you directly or via your authorised representative who has confirmed that they are authorised to provide this information on your behalf.**.

**Information received from other sources:**

* We may receive information from other sources, such as from your authorised representatives or your health care provider (e.g. doctor, private medical facility or otherwise) for the purpose of providing services to you. The information received may include: names, address details, authorised representative information and health information.

**Automated decision making**

We do not use automated decision-making processes during our relationship with you. Applications and decisions are always reviewed manually.

**What do we use your personal information for?**

| **What we use your personal data for** | **What is the lawful reason** | **Business or commercial reason (our legitimate interest)** |
| --- | --- | --- |
| Provide the customer with care services | Perform the contract we have with you (or take steps needed at your request prior to entering into a contract with you) | n/a |
| Maintain customer relationships | Perform the contract we have with you (or take steps needed at your request prior to entering into a contract with you) | n/a |
| Match a customer with a support worker | Perform the contract we have with you (or take steps needed at your request prior to entering into a contract with you). Where we need to use or share your sensitive personal data to match you with a support worker, this will be done only with your permission. | n/a |
| Communicate with potential and existing customers for marketing purposes | With your consent | n/a |
| Providing and improving quality of services to customers | This is within our legitimate business interests to perform | We review data to ensure we provide customers with the best possible service |
| To analyse website use and improve services | This is within our legitimate business interests to perform | We carry this out to enhance our website services and ensure that it meets the best user experience to provide our customers with the best journey possible. |
| Marketing and site metrics performance | With your consent | N/A. |
| Email marketing | With your consent | N/A. |
| Payment for services, including invoicing customers and passing payment on to carers | Perform the contract we have with you (or take steps needed at your request prior to entering into a contract with you) | N/A. |
| Accounting purposes | This is within our legitimate business interests to perform | We need to use your data for our every day accounting purposes |

**Cookies**

We may obtain information about your general internet usage by using cookie files stored on your computer or device (“cookies”). Cookies are text files containing small amounts of information which are downloaded to your computer or device when you visit a website. They help us to improve our site and to deliver a better and more personalised service.

We may use both “session” cookie and “persistent” cookies on the website. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We will use the session cookies to: keep track of you whilst you navigate the website; keep track of your bookings; prevent fraud and increase website security; and other uses. We will use the persistent cookies to: enable our website to recognise you when you visit; keep track of your preferences in relation to your use of our website; and other uses.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users’ computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google’s privacy policy is available at <http://www.google.com/privacypolicy.html>. You can find more information about cookies and how to manage them at <http://www.allaboutcookies.org/>.

You may disable cookies by changing the settings on your browser. However, if you do so, this will affect your enjoyment of our site and we will no longer be able to offer to you a personalised service.

**E-mail marketing and newsletters**

We may make suggestions and recommendations to you that we think may be of interest to you or members of your team / organisation. We will only contact you by electronic means (email) with information about services similar to those which you have shown an interest in.

We may also use your data, or permit selected third parties to use your data, to provide you with information about services which may be of interest to you and we or they may contact you about these by electronic means only if you have consented to this.

You have the right to ask us not to process your information for marketing purposes. You can exercise your right to prevent such processing by ticking the relevant boxes on the forms we use to collect your information, or you can opt out of receiving future marketing communications from us at any time by following the directions contained in the marketing email to unsubscribe. You can also exercise this right at any time by contacting us at info@elmhomecare.co.uk.

**How we share your personal data**

We take your privacy very seriously and we’ll only share your information where:

* we need to for the purposes of providing you with products or services you have requested;
* we have a public or legal duty to do so e.g. to assist with detecting fraud and tax evasion, economic crime prevention, regulatory reporting, litigation or defending legal rights;
* we have a legitimate reason for doing so e.g. to manage risk, or assess your suitability for services; or
* we have asked you for your permission to share it, and you’ve agreed.

**Third parties**

We may share with third parties, including:

* suppliers and subcontractors for the performance of any contract we enter into with them or you;
* fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify your identity;
* provided you have consented; marketing, market research, advertisers and advertising networks that require the data to select and serve relevant adverts to you and others;
* analytics and search engine providers that assist us in the improvement and optimisation of the website;
* any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries for the purposes set out above;
* in the event that we buy or sell any business or assets, including the sale of an individual website owned by us, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; and
* if Elm or substantially all of its assets are acquired by a third party, in which case personal data held by it about its members and customers will be one of the transferred assets.

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**Security of your personal data**

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of the data transmitted to our site; any transmission of your data is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our site may, from time to time, contain links to and from the websites of our member and associate member organisations, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

**How long we keep your information**

We will retain your personal information for as long as you use our services and for a reasonable time thereafter. After you have terminated your use of our services, we will retain your personal information for up to 10 years and thereafter may store it in an aggregated and anonymised format.

**Your rights**

* Access to information. The Data Protection Laws give you the right to access information held about you. Your right of access can be exercised in accordance with Data Protection Laws by contacting us at info@elmhomecare.co.uk.
* Consent. You may withdraw your consent to any processing of your personal data at any time by contacting info@elmhomecare.co.uk
* Rectification. You have the right to rectify any personal data held about you that is inaccurate. Your right of rectification can be exercised by contacting us at info@elmhomecare.co.uk
* Erasure. You may have the right to erasure of personal data held about you by contacting us at info@elmhomecare.co.uk
* Complaints. In the event that you wish to make a complaint about how we process your personal data, please contact us in the first instance at info@elmhomecare.co.uk and we will endeavour to deal with your request as soon as possible. This is without prejudice to your right to launch a claim with the UK’s Information Commissioner’s Office.

**Changes to our Privacy Policy**

Any changes we may make to the Privacy Policy in the future will be posted on this page and, where appropriate, notified to you. Please check this page frequently to see any updates or changes to this Privacy Policy.

**Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@elmhomecare.co.uk.