



Protecting your privacy

Rochcare (UK)Ltd

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Introduction

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data, and keep it safe.

We know that there's a lot of information here but we want you to be fully informed about your rights, and how Rochcare (UK)Ltd uses your data.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes via email, but you're welcome to come back and check it whenever you wish.

When you are using Rochcare website, Rochcare (UK)Ltd is the data controller. Rochcare is a UK based company and therefore, when visiting our website, personal data that we may collect through cookies or online forms will leave the EU for the UK.

1. Who is Rochcare (UK) Ltd?

We are a family-run business providing quality residential care homes and support services to older people and those living with dementia.

We built our first residential care home in the early 1980s when we noticed that many care homes were set up in old converted buildings that didn't always lend themselves to meeting the wide-ranging needs of those with age-related difficulties or dementia. We built the home brick by brick to create first-rate, safe and homely accommodation in a community setting.

Since those early days, we have grown our business in order to meet the need for first-class, quality care and support for our ageing population. We now have four residential care homes for older people, Pendle Brook, Coniston House, Royley House and Bank Hall. We specialise in catering for the needs of those with dementia as well as offering a fantastic day-care service, flexible respite care facilities and a home care service providing support to people living independently in their own homes.

Although much has changed since we built our first care home, as a family-run business our guiding principle remains the same as it was at the beginning – **to provide a standard of care and accommodation that we would want for our own family.**

In this respect, each of our services is committed to providing the following:

First-class, personalised care and support to every person using the service

An approach that recognises that personal fulfilment, purpose and a sense of achievement is an important part of emotional well-being

A listening environment where the views of each and every individual is sought and respected

A flexible service able to adapt to changing needs and preferences

A very warm, Rochcare welcome to family and friends!

Our aim is to make sure that both those using our services, as well as their families, are happy with the service we provide. That's why we have an open-door policy for residents, staff and families. If something isn't right; if you're unhappy; if something needs to change; if there's a problem; we want to know about it and will do everything in our power to make things right as quickly as possible.

To fulfil our principles, we need to collect personal information, to ensure you get the highest, kindest, standards of care possible, by highly trained staff.

The information we collect shall be used to provide you with that care.

2. Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

In order to provide you with High quality care

To protect your life in an emergency and preserve your life when you cannot consent

To comply with our regulators and the law

In order to provide you with person centered care

To protect the health of the wider community (care Home)

In order to protect the public interest such as via safeguarding

In order to allow fairness in legal matters

Consent

In specific situations, we can collect and process your data with your consent.

When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service.

We at Rochcare will only ask consent /permission to collect, use and share your personal information where you have the freedom of choice about how your data is used. For example, when we ask you to complete a survey or questionnaire, where we send information, such as on social media or on promotional materials and our website.

Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

Legal compliance

If the law requires us to, we may need to collect and process your data. For example, we can pass on details to law enforcement, of people involved in any abuse or other criminal activity affecting the company .

Legitimate interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

3. When do we collect your personal data?

We will collect personal information mainly from you and /or your family:

On Enquiry via telephone or in person

When you fill in any forms. For example, on a visit to look around as a prospective resident

When you've given a third-party permission to share with us the information, they hold about you.

When you move into our care

Or when your family visit
When you have given us permission to collect Data about you

4. What sort of personal data do we collect?

Basic information such as your name, address, date of birth, phone number email information

Next of kin information and any information about your family such are you married, widowed, name of partner, contact information.

Some of your personal identification details, passport, birth certificate etc.

Images of you, details of your preferences likes and dislikes, routines, hobbies, habits.

Financial information, such as who is paying for your care and do you need to pay privately for any services

Information from your GP, Hospital, health service or other services

Covid 19 information

CCTV images

Family details such as addresses and times of visiting

We may at times have to collect personal sensitive data, we can only use this information for a particular purpose

5. How and why do we use your personal data?

We want to give you the best possible care. One way to achieve that is to get the richest picture we can of who you are by combining the data we have about you. Our care planning is held and processed by a computer. We will only allow other people access to your details when they are managing your care or they are involved in your care.

Your personal details may be used in the following way:

- Providing and managing your account
- Disclosing information to a regulator by way of notifications of any incidents required by law, the affects them.
- Disclosing information to the coroner, police or safeguarding, where they need to conduct an investigation
- For supplying services to you, we may use your personal details to provide a contract with you.
- When we need to communicate with you, via telephone or email.

We then use this to offer you services that are most likely to be a benefit to you.

The data privacy law allows this as part of our legitimate interest in understanding our customers and providing the highest levels of service.

Of course, if you wish to change how we use your data, you'll find details in the 'What are my rights?' section below.

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

To protect our residents, premises, assets and the company from crime, we operate CCTV systems in some of our homes and car parks which record images for security. We do this on the basis of our legitimate business interests.

If we discover any criminal activity or alleged criminal activity through our use of CCTV, fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities.

With your consent, we will use your personal data, preferences to keep you informed by email, web, text, telephone about relevant products and services including tailored special offers, discounts, promotions, events, competitions and so on. This is only applicable within the UK.

Of course, you are free to opt out of hearing from us by any of these channels at any time.

To send you relevant, personalised communications by post in relation to updates, offers, services and products. We'll do this on the basis of our legitimate business interest.

You are free to opt out of hearing from us by post at any time.

To send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Notice, and legally required information relating to your care. These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.

To develop, test and improve the systems, services and products we provide to you. We'll do this on the basis of our legitimate business interests.

To comply with our contractual or legal obligations to share data with law enforcement.

To send you survey and feedback requests to help improve our services. These messages will not include any promotional content and do not require prior consent when sent by email, text message or post. We have a legitimate interest to do so as this helps make our products or services more relevant to you.

To build a rich picture of who you are and what you like, and to inform our business decisions, we'll combine data captured from across the company, third parties and data from publicly-available lists as we have described in the section What Sort of Personal Data do we collect? We'll do this on the basis of our legitimate business interest.

To process your booking/appointment requests (such as with a personal stylist).

Sometimes, we'll need to share your details with a third party who is providing a service (such as delivery couriers). We do so to maintain our appointment with you. Without sharing your personal data, we'd be unable to fulfil your request.

6. How we protect your personal data?

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it. All electronic data transferred through our system is encrypted.

We do not use your data for anything other than it's agreed purpose. Terms and conditions

We protect your data from loss.

We secure access to all transactional areas of our websites and apps using 'https' technology.

Access to your personal data is password-protected, and sensitive data is secured and encrypted to ensure it is protected.

We regularly monitor our system for possible vulnerabilities and attacks, and we carry out penetration testing to identify ways to further strengthen security.

7. How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

8. Who do we share your personal data with?

We sometimes share your personal data with trusted third parties.

Here's the policy we apply to those organisations to keep your data safe and protect your privacy:

We provide only the information they need to perform their specific services.

They may only use your data for the exact purposes we specify in our contract with them.

We work closely with them to ensure that your privacy is respected and protected at all times.

If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

Sharing your data with third parties for their own purposes:

We will only do this in very specific circumstances, for example:

For fraud management, we may share information about fraudulent or potentially fraudulent activity in our premises or systems. This may include sharing data about individuals with law enforcement bodies.

We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case-by-case basis and take the privacy of our customers into consideration.

We may, from time to time, expand, reduce or sell the company and this may involve the transfer of divisions or the whole business to new owners. If this happens, your personal data will, where relevant, be transferred to the new owner or controlling party, under the terms of this Privacy Notice.

For further information please contact our Data Protection Officer.

9. What are your rights over your personal data?

An overview of your different rights

You have the right to request:

Access to the personal data we hold about you, free of charge in most cases.

The correction of your personal data when incorrect, out of date or incomplete.

The deletion of the data we hold about you, in specific circumstances. For example, when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end (e.g. the end of a stay).

A computer file in a common format (e.g. CSV or similar) containing the personal data that you have previously provided to us and the right to have your information transferred to another entity where this is technically possible.

Restriction of the use of your personal data, in specific circumstances, generally whilst we are deciding on an objection you have made.

That we stop processing your personal data, in specific circumstances. For example, when you have withdrawn consent, or object for reasons related to your individual circumstances.

That we stop using your personal data for direct marketing (either through specific channels, or all channels).

That we stop any consent-based processing of your personal data after you withdraw that consent.

You can contact us to request to exercise these rights at any time

If we choose not to action your request we will explain to you the reasons for our refusal.

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation.

We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing

You have the right to stop the use of your personal data for direct marketing activity

through all channels, or selected channels. We must always comply with your request.

Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

When you then apply for a product or service from one of our chosen providers, your data will be collected and used by them under the terms of their own separate privacy policies.

Contacting the Regulator

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113.

Or go online to www.ico.org.uk/concerns *(opens in a new window; please note we can't be responsible for the content of external websites)*

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence. Details can be found in Section 16.

10. Do we use CCTV in our homes?

Rochcare uses CCTV in some of our homes to provide reassurance to the people we care for and their relatives., to protect the homes from unlawful intruders, and assist whistleblowers who may have raised concerns. Cameras are only used in communal areas, other than in exceptional circumstances. We have considered the impacts on the residents which will have been agreed with our Data Controller.

We have used appropriate information signage

Any questions?

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact our Data Protection Officer who will be pleased to help you:

Email us on :

This notice was last updated on 01/01/2022