

## Data Protection Privacy Notice

### Who We Are

The ExtraCare Charitable Trust was established in 1988. We develop and run retirement villages and smaller housing developments. Our registered office is:

7 Harry Weston Road

Binley Business Park

Coventry CV3 2SN

Company Number: 02205136

Charity Number: 327816

**The ExtraCare Charitable Trust (“we” or “the Charity”) promises to respect the confidentiality of any personal data you share with us, or that we get from other organisations, to keep it safe, and we will always take every effort to protect your privacy.**

Transparency is one of the values of our Charity. We will be open, transparent and honest in our dealings with our residents, staff, volunteers and customers and be clear how, when and why we collect and process your information.

Developing a better understanding of our residents and supporters of the Charity is crucial, and your personal data allows us to make better decisions, provide services more efficiently, and ultimately, help us achieve our mission of providing “better lives for older people”.

### Data Protection Officer

The Charity’s Data Protection Officer is:

Matt Challoner

Company Secretary

The Extracare Charitable Trust

Tel: 02476 509023

Mob: 07720 553667

Email: [privacy@extracare.org.uk](mailto:privacy@extracare.org.uk)

Web: [www.extracare.org.uk](http://www.extracare.org.uk)

The purpose and legal basis for processing your data

## Reasons for Collecting Your Data

How much personal information we need to hold depends on our relationship with you. For example, if you are donating to us we will need to hold fewer details on you than if you are a resident in receipt of care, where we will need to know more about your personal circumstances.

Regardless, we will only ever capture the minimum amount of information we require and we promise to keep information secure and only share with other organisations or individuals who need to know.

## Resident Data

If you are a resident at one of the villages or schemes, which we own or manage on behalf of another housing provider, we will usually collect:

- Your name;
- Your contact details;
- Your bank or credit card details;
- Whether you have agreed to receive marketing material from us.

Where appropriate, we may ask for additional information. We mainly use your data to:

- Provide you with the service or information that you have asked for;
- Keep a record of your relationship with us;
- Ensure we know how you prefer to be contacted;
- Understand how we can improve our services and information;
- Process any welfare benefit enquiry including signposting you to, and in some cases, and with your permission, sharing your details with other third parties, agencies and authorities.

## Sensitive Information

In order that we are able to provide you with the services you require, for example to assist you with a housing enquiry, or seeking access to care or wellbeing services, we will need additional 'sensitive' information from you. This may come directly from you, or from a third party on your behalf, for example from a family member or GP. Examples of this sensitive information includes any medical conditions you may have or your racial or ethnic origin.

We will normally only hold, use and share this 'sensitive' information with your explicit permission, although there may be reasons when we are required to do so by law, or to protect your vital interests. In such circumstances we may process your information without your knowledge or consent, but this would be extremely rare, but possible.

## Volunteers

If you volunteer we will usually collect:

- Your name.
- Your contact details.
- Details of where and how you volunteer for the Charity.

Where it is appropriate, we may ask for additional information. We mainly use your data to:

- Administer your volunteering activity;
- Keep a record of your relationship with us;
- Ensure we know how you prefer to be contacted;
- Understand how we can improve our services and information.

## **Supporters**

If you support us, for example you make a donation or buy something from our shops, we will usually collect:

- Your name;
- Your contact details;
- Your bank or credit card details (In order to process your donation, for example);
- Whether you have agreed to receive marketing material from us.

Where it is appropriate, we may ask for additional information. We mainly use your data to:

- Provide you with the service or information you have asked for;
- Administer your purchase or donation, including processing gift aid;
- Keep a record of your relationship with us;
- Ensure we know how you prefer to be contacted;
- Understand how we can improve our services and information.

## **Employees**

We will collect all personal information required to comply with employment legislation, including where necessary sensitive information. This may include medical information and where additionally appropriate we will perform a criminal record search. To prevent discrimination and ensure diversity, we will request information from the employee or volunteer on religion, sexuality and ethnicity.

Full details of our Employee Privacy Policy can be found at [here](#)

## **CCTV**

In order to prevent and detect crime, and to ensure the safety of our residents, staff and volunteers, we operate CCTV systems in our various locations. These cameras record footage in real-time and are operated and controlled by our own staff. Captured images will be deleted after 30 days in accordance with our CCTV policy unless required for evidentiary purposes.

Details of our CCTV policy are available on request.

## **Sharing Your Data**

We ensure there are appropriate physical and technical controls in place to protect your personal details. For example, paper records are locked away and our IT network is protected and routinely monitored.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors. We do on occasions use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them and put in place a contractual

arrangement that sets out our expectations and requirements, especially regarding how they manage personal data we provide to them or have access to. We will only ever allow your data to be used for as long as is necessary by suppliers working on our behalf. We will only ever share your data with other third parties when we have your explicit and informed consent. However, in exceptional circumstances we may need to disclose your details without your consent if required to do so by law or to protect your vital interests, such as to the police or HMRC. We use several trusted IT partners to process personal data.

## **Sharing within ExtraCare**

When you give information to us it will be shared within the Charity to provide you with the services that you require.

## **How long we keep your data for**

We will only keep your information for as long as long as is necessary. There are some statutory timescales on how long we should keep your information, for example, gift aid transaction must be retained indefinitely, and employment records for 6 years after an employee leaves. We will retain your information in accordance with our Records Management Policy which takes into account statutory limits and guidance issued by the Information Commissioners Office and other bodies.

We will ensure as much as possible that your information is accurate, and where necessary up-to-date. We would appreciate it if you let us know if your contact details change.

## **Your rights**

Under new data protection legislation you have:

- A right to be informed about what we use your personal data for and for that processing to be fair and lawful
- A right to obtain confirmation that your data is being processed and access to your personal data we hold about you
- A right to have inaccurate or incomplete data rectified
- A right to erasure also known as the 'right to be forgotten' where you can ask for your personal data to be deleted or removed where there is no compelling reason for its continued processing
- A right to data portability allowing individuals to obtain and reuse their personal data for their own purposes across different services
- A right to object to processing based on legitimate interests, for direct marketing and processing for purposes of scientific/historical research and statistics
- A right to object to decisions being taken by automated means; although we can confirm we make no decisions on you using automated process

## **Complaints**

If you are unhappy with how we have processed your information, we would like you to contact us in the first instance so we can put it right.

Write to us at: **The ExtraCare Charitable Trust**, 7 Harry Weston Road, Binley Business Park, Binley, Coventry, CV3 2SN.

Telephone us on: 02476 506011

Email us at: [privacy@extracare.org.uk](mailto:privacy@extracare.org.uk)

You also have a right to lodge a complaint with the Office of the Information Commissioner at **Information Commissioner's Office**, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Helpline 0303 123 1113 (local rate) or 01625 545 745.

## **Changes to this policy**

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our website [www.extracare.org.uk](http://www.extracare.org.uk) or by notifying you directly.