**Vida Healthcare Limited - Privacy Policy**

Your privacy is important to us. When we process your personal data we comply with the UK GDPR and the Data Protection Act 2018, together with any other applicable data protection and privacy legislation.

Your personal data includes all the information we hold that identifies you or is about you. More information about the types of personal data we process about you is set out below.

Everything we do with your personal data counts as processing it, including collecting, storing, amending, transferring and deleting it.

This privacy policy provides information about the personal data we process about you, why we process it and how we process it. It applies to our care home residents and their families, representatives and attorneys.

**Our responsibilities**

Vida Healthcare Limited (company number: 09106261 and with a registered office address of Vida Court, Beckwith Head Road, Harrogate, HG3 1RB) (referred to throughout this privacy policy as “**Vida**”, **“us”**, **“our”** and **“we**”) is the controller of the personal data you provide.

Vida is a specialist dementia care provider based in Harrogate. We operate three care homes: Vida Hall ([www.vidahall.co.uk](http://www.vidahall.co.uk)), Vida Grange ([www.vidagrange.co.uk](http://www.vidagrange.co.uk)) and Vida Court ([www.vidacourt.co.uk](http://www.vidacourt.co.uk)). This privacy policy applies to residents and/or their families, representatives, attorneys or deputies) of each care home operated by Vida.

If you have any questions about the ways in which we process your personal data, please contact us at [info@vidahealthcare.co.uk](mailto:info@vidahealthcare.co.uk).

**What data do we process about you?**

1. **Residents**

We may collect, use, store and transfer the following kinds of personal data about you:

* **Identity Data**: including your name, marital status, title, date of birth, gender and NHS number.
* **Contact Data**: including your email address and telephone number.
* **Financial Data**: including your bank account details and/or card details, bank statements, credit information and details of any funding/grants to which you are entitled (depending on how your residency fees are to be paid) and details of your personal spending allowance.
* **Family and Support Data**: including contact details of your family members, next of kin, GP, representative, attorney, deputy and other supporters.
* **Care Data**: including details of your care plan, assessment of needs and capacity, your lifestyle and likes/dislikes, ethnicity, religious and cultural information, information relating to any special care requirements, details of any safeguarding requirements, details of any accidents, incidents, complaints or testimonials occurring during your period of residency, records of daily activities or trips taken during your period of residency and, where your care is being transferred from another care home, your previous care plan/records.
* **Medical Data**: including your medical history, hospital records and other medical results/information that we need access to be able to provide you with appropriate care and support.
* **Other**: including information required by regulatory bodies and photos and videos used for marketing material where we have the requisite consent.

1. **Families, Representatives, Attorneys, Deputies and other Supporters of a Resident**

We may collect, use, store and transfer the following kinds of personal data about you:

* **Identity Data**: including your name, marital status, title, date of birth, gender and the nature of your relationship with the resident.
* **Contact Data**: including your email address, address and telephone number.
* **Financial Data**: including your bank account details and/or card details, bank statements, credit information and details of any funding/grants you may have received (depending on how the resident’s residency fees and/or personal allowance are to be paid).
* **Other**: including Power of Attorney or Deputyship information, details of any interaction you have with Vida (such as enquiries, concerns, complaints and testimonials), information required by regulatory bodies and photos and videos used for marketing material where we have the requisite consent.

**CCTV**

We use CCTV in and around our premises for the purposes of crime prevention, detection and health and safety. CCTV footage of you may therefore be captured if you reside at or when you visit one of our care homes. The use of CCTV is limited to public areas of the care homes only and will not extend to the private rooms of residents or staff changing areas.

**Lawful bases for processing**

There are a number of reasons for which we may need to process your personal data (including special categories of data) including:

* where you are one of our residents, to fulfil ourobligations in ourcontract withyou;
* in order to provide health or social care services;
* to protect your vital interests where you are unable to provide consent (for example, providing information to the emergency services in a medical emergency);
* where the processing is required to fulfil a legal obligation imposed upon us;
* for our legitimate interests, including the provision of care and support to our residents;
* where you have provided explicit consent for us to do so; and
* where we need to process your personal data for reasons of public health (for example to track or limit the spread of a pandemic).

**Our collection of your personal data**

We use different methods to collect data from and about you as set out below.

1. **Residents**

* Direct interactions

You may give us your personal data by filling in forms upon signing a contract to become a resident, by corresponding with us by post, phone, email or otherwise, or in the course of day-to-day life as a resident at one of our care homes.

* Via third parties

In certain situations, we may also receive your personal data from third parties. This could include (but is not limited to) information provided by:

* + your family, supporter or attorney;
  + your GP or any other NHS trust or health and social care organisation that is involved in your ongoing care including the emergency services;
  + people or organisations who provide services on our behalf at our care homes, for example hairdressers, chiropodists, physiotherapists and third parties that provide entertainment to our residents;
  + the Care Quality Commission;
  + the Court of Protection;
  + any body or individual responsible for providing funding for your residency fees or personal allowance;
  + where you have appointed an advocate, from the advocate or the company for which they work;
  + clinical commissioning groups and integrated care systems;
  + Government departments including Social Services;
  + local authorities and councils; and
  + any previous care homes at which you have previously resided.

1. **Families, Representatives, Attorneys, Deputies and other Supporters of a Resident**

* Direct interactions

You may give us your personal data by filling in forms provided by us to you as a result of your relative residing at one of our care homes, filling in our visitors book, by corresponding with us by post, phone, email or otherwise, or in the course of day-to-day life when visiting a resident at one of our care homes or liaising with us in relation to such resident.

* Via third parties

In certain situations, we may also receive your personal data from third parties. This could include (but is not limited to):

* + the resident to whom you are related or are supporting;
  + if the resident you are supporting has appointed an advocate, from the advocate or the company for which the advocate works;
  + clinical commissioning groups and integrated care systems;
  + the Court of Protection;
  + Government departments including Social Services;
  + the Care Quality Commission; and
  + any previous care homes at which the resident you are supporting has previously resided.

**Who will receive your personal data?**

Your personal data is only transferred to the extent that it is necessary in relation to our provision of services to our care home residents.

1. **Residents**

Recipients of your personal data may include:

* third parties responsible for safeguarding or assisting with your care (for example, your GP, local authority, the Care Quality Commission, relevant NHS Trusts and the emergency services);
* your family members, representatives, attorney, deputy and/or other supporter;
* third party organisations responsible for funding your care;
* clinical commissioning groups and integrated care systems;
* Government departments including Social Services;
* the Court of Protection;
* people or organisations who provide services on our behalf at our care homes e.g. hairdressers, chiropodists, physiotherapists and third parties that provide entertainment to our residents;
* if you are considering appointing or have appointed an advocate, the advocate and/or the company for which the advocate works;
* third party providers of IT software and applications;
* third party payment processors;
* legal advisors to the extent they need to see your personal data to provide us with legal advice; and
* third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

1. **Families, Representatives, Attorneys, Deputies and other Supporters of a Resident**

Recipients of your personal data may include:

* the resident with whom you have a relationship;
* third parties responsible for safeguarding or assisting with our resident’s care (for example, the resident’s GP, local authority, the Care Quality Commission, relevant NHS Trusts and the emergency services);
* the resident’s family members, representatives, attorney, deputy and/or other supporter;
* third party organisations responsible for funding the resident’s care;
* clinical commissioning groups and integrated care systems;
* the Court of Protection;
* Government departments including Social Services;
* if our resident has considered appointing or has appointed an advocate, the advocate and/or the company for which the advocate works;
* third party providers of IT software and applications;
* third party payment processors;
* legal advisors to the extent they need to see your personal data to provide us with legal advice; and
* third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

We do not transfer your personal data outside of the EEA.

**How long will we keep your personal data?**

**Residents and Families, Representatives, Attorneys, Deputies and other Supporters of a Resident**

At the point you are no longer a resident with us, your file will be securely archived at the next available opportunity. We will retain your personal data for a maximum of 8 years from the date your file is archived. We retain your information for this period in line with the requirements of legislation and codes by which we must abide and in case any issues arise following the end of your residence with us or in case there are any queries about the period in which you were residing with us. Your information will be kept securely at all times in line with our policies that relate to data protection and IT security. Following the end of the 8-year period, your files and personal data we hold about you will be permanently deleted or destroyed.

We retain CCTV footage for a period of 30 days after which it is permanently deleted unless it is relevant to a crime, incident or other event that has arisen in which case we will retain it for as long as required in relation to such crime, incident or event.

If you require any further information regarding the timeframes for which your personal data will be retained, please contact [info@vidahealthcare.co.uk](mailto:info@vidahealthcare.co.uk).

**Marketing**

We occasionally send newsletters or updates with what events are taking place within our care homes. We only send you marketing if we are entitled to do so under data protection and privacy legislation, which usually means we either have your consent to send you marketing or we send it to you because you are one of our existing customers. You can unsubscribe to our marketing communications at any time, either by clicking “unsubscribe” in any marketing email we send to you or by emailing [info@vidahealthcare.co.uk](mailto:info@vidahealthcare.co.uk).

**What are your rights?**

You benefit from a number of rights in respect of the personal data we hold about you. We have summarised your rights below, and more information is available from the Information Commissioner’s Office website (<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>). These rights apply for the period in which we process your data. There are certain caveats and exemptions to those rights which mean that in some circumstances you may not be entitled to exercise them, if we believe that is the case upon receipt of a request from you we will let you know.

Please note that if you are a family member or supporter of a resident or former resident and you wish to make a request on behalf of a resident or former resident, we will need:

* written consent from the resident that they agree to you making the request on their behalf and, if applicable, accessing their personal data, together with confirmation from a medical professional (or other third party who we deem suitable) that the resident has the requisite mental capacity to provide consent; or
* confirmation from a medical professional (or other third party who we deem suitable) that the resident or former resident does not have the requisite mental capacity to provide consent, together with a copy of a Lasting Power of Attorney pursuant to which you are entitled to make such request on the resident or former resident’s behalf and, if applicable, access their personal data.

If you are unable to meet the criteria set out above, we will not be able to respond to the request you have submitted on behalf of the resident or former resident.

**Access to your data**

You have the right to ask us to confirm that we process your personal data, as well as access to and copies of your personal data. You can also ask us to provide a range of information, although most of that information corresponds to the information set out in this fair processing notice.

**Rectification of your data**

If you believe personal data we hold about you is inaccurate or incomplete, you can ask us to rectify that information.

**Right to be forgotten**

In some circumstances, you have the right to ask us to delete personal data we hold about you.

**Right to restrict processing**

In some circumstances you are entitled to ask us to suppress processing of your personal data. This means we will stop actively processing your personal data but we do not have to delete it.

**Data portability**

You have the right to ask us to provide your personal data in a structured, commonly used and machine-readable format so that you are able to transmit the personal data to another data controller.

**Right to object**

You are entitled to object to us processing your personal data:

* if the processing is based on legitimate interests or performance of a task in the public interest or exercise of official authority;
* for direct marketing purposes (including profiling); and/or
* for the purposes of scientific or historical research and statistics.

We do not intend to use your personal data for scientific or historical research and statistics.

**Automated decision making**

Automated decision making means making a decision solely by automated means without any human involvement.

We do not carry out any automated decision making.

**Questions or concerns**

If you think we have processed your personal data unlawfully or that we have not complied with the UK GDPR, please get in touch with us at [info@vidahealthcare.co.uk](mailto:info@vidahealthcare.co.uk) so we can help. You can report your concerns to the supervisory authority in your jurisdiction. The supervisory authority in the UK is the Information Commissioner’s Office (“**ICO**”). You can call the ICO on 0303 123 1113 or get in touch via other means, as set out on the ICO website - <https://ico.org.uk/concerns/>