

Privacy Policy

Introduction

Since January 1 2021, when the UK formally left the European Union, the EU-GDPR has not applied to the UK. The current UK-specific data protection regime is known as UK-GDPR.

Knellwood is the Data Controller, i.e. the organisation responsible for collecting, storing and processing personal data and the GDPR representative for Knellwood is the General Manager.

We, at Knellwood, take your privacy seriously and will only use your personal data to provide the services you have requested from us. We will never sell, share or use it other than as described here.

This Privacy Policy sets out how Knellwood will use and share the personal data and other information that you give us as a service user (resident), or related third party.

The GDPR describes how organisations must collect, handle, process and store personal data. These rules apply regardless of whether it is stored electronically, on paper or on other media. GDPR is underpinned by eight main principles. These state that it must be:

- Processed fairly and lawfully;
- Obtained only for specific, lawful purposes;
- Adequate, relevant and not excessive;
- Accurate and kept up to date;
- Held for no longer than is necessary;
- Processed in accordance with the rights of the data subjects (i.e. service users);
- Protected appropriately;
- Not transferred outside the UK.

Data we collect about you

Your personal data is required for us to provide our services to you. By submitting it, you agree to the use of such information in accordance with this Privacy Policy. You will be able to change your preferences at any time.

Data we collect about you may include:

| Data Type | Examples |
|------------------|--|
| Contact | Personal address, business address, service address, National Insurance number, email address and telephone number. |
| Financial | Bank account and payment card details, information about payments to and from you, and details of elderly care services you have purchased from us. |
| Identity | First name, any previous name(s), last name, username or similar identifier, marital status, date of birth and gender. |
| Technical | Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology relating to the devices you use to access our website. |
| Medical | Details about any medical conditions, your medication, treatment, Care Plans, DNAR (Do Not Attempt Resuscitation instructions), End of Life Plans, and other sensitive personal information. |
| Other | Factors specific to physical, physiological, genetic, medical, mental, economic and cultural identifiers. |

Table 1

How we collect your data

We collect your data when you contact us via our website, by phone, or when you or your representative completes forms or other documentation as required by us. This may include sensitive personal information and also data collected indirectly from an advocate, other healthcare professionals, or authorised agencies that have been involved in your care or treatment.

When you contact us as a potential client we will collect some basic information about you including contact, identity and medical details - see Table 2 (below). When you become a service user (resident), we will collect additional information as shown in Table 1 (above).

If you do not become a service user, this data will be deleted from Knellwood's records.

We need to collect this personal data about you in order to deliver the appropriate care that you need, and to ensure that your ongoing healthcare requirements are met. We require explicit consent from you or your representative to process personal data.

How your data is used

We will only process your data where we have a lawful reason e.g:

- Administering finance (e.g. fees, contracts and payments);
- Providing support services;
- Providing care and medical services;
- Acting in the best interests of our service users;
- Providing IT and information services;
- Managing Knellwood accounts;
- Monitoring equal opportunities;
- Carrying out research and statistical analysis;
- Providing operational information;
- Safeguarding;
- Ensuring adequate security;
- Preventing and detecting crime.

This is particularly important where we process data for people without capacity or with reduced or variable capacity. GDPR requires us to obtain consent from a person holding Lasting Power of Attorney or a next of kin. We will make reasonable efforts to verify that the person providing that consent is responsible for that individual. As a care home we rely on Article 9 of GDPR which covers the processing of special categories of data.

We may process your personal data without your knowledge or consent where this is required or permitted by law, or where we consider this to be in your best interest.

In some circumstances we may anonymise your personal data so that it can no longer be associated with you, and we may use such information without further notice to you.

GDPR permits us to share some information with third parties who use it for non-marketing purposes (including credit risk assessment/management, identification, fraud prevention and debt collection).

Table 2 shows how and why the data is used and why it needs to be processed.

| Purpose/Activity | Data Type (see Table 1) | Lawful Basis for Processing |
|---|---|--|
| To discuss our services and register you as a new service user or client | Contact Identity Medical | With consent from you or your representative: (a) To fulfil a contract with you (b) For our legitimate interests |
| To provide care and medical services, including medication management | Contact Identity Medical | With consent from you or your representative: (a) To fulfil a contract with you (b) For our legitimate interests (c) Protecting your interests |
| To process and deliver your services including: (a) Managing payments, fees and charges (b) Collecting and recovering money owed to us (c) Managing your care and well-being | Contact Identity Financial Medical | With consent from you and appropriate third parties: (a) To fulfil a contract with you (b) For our legitimate interests - to recover debts owed to us (c) Protecting your interests |
| To manage our relationship with you, including: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey | Contact Identity | (a) To fulfil a contract with you (b) To comply with a legal obligation (c) For our legitimate interests - to keep our records updated and to study how clients use our services. |
| To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) | Identity Technical | (a) For our legitimate interests - to run our business, provide administration and IT services, for network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise (b) To comply with a legal obligation. |

Table 2

Parties with whom we may share your data

We may share your personal data for the purposes in Table 2 with:

- Providers of IT and system administration services;
- Professional advisers who provide consultancy, banking, legal, insurance and accounting services;
- HM Revenue & Customs, regulators and other authorities based in the UK;
- Medical Professionals including doctors, nurses, physiotherapists, chiropractors, dentists, opticians, occupational therapists, social workers, the CQC and Continuing Care groups;
- Third parties to whom we sell, transfer, or merge parts of our business or assets.

Your Rights

If you wish to know what data we hold about you, you can contact us to obtain the details. You are entitled at any time to request an update of your data, or information regarding its use, transfer, storage or processing.

You will not normally have to pay a fee to access your personal data (or to exercise any of the other rights); however, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

You can ask us to delete the data we hold about you but this may prevent us from providing you with the services we offer.

Disputes

If you are not satisfied with the way we handle your data, please contact us via the General Manager in the first instance. If you feel we have been unable to address your concerns, you may contact the Information Commissioner.

The General Manager can be contacted:

- via our website at knellwood.co.uk
- by post at 83 Canterbury Road, Farnborough, GU14 6QN
- by email at generalmanager@knellwood.co.uk
- by phone on 01252 542169

Contact Details for the Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF