

Title of Document	Privacy Information Policy
Name of Department	Quality

What type of document is this?	Policy	
Which Helping Hands policy/SOP does this document relate to?		Index number of policy/SOP

Which Operational Priority/Priorities does this document link to?	Governance Framework	Internal & External Communications	Information Management & Technology	
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Custodian of document	Group Managing Director	Committee responsible for this document	Policy Committee
Approval date and committee chairperson signature	02.07.25	When is its next scheduled review?	02.07.26

Who does it apply to?	All Helping Hands employees and customers All potential candidates and customers						
		Does it apply to bank workers?	Yes	Does it apply to agency staff?	Yes	Does it apply to third party contractors?	Yes

Purpose of the Policy	<p>The General Data Protection Regulation and Data Protection Act 2018 requires Helping Hands to be transparent about the information collected and used to operate the business and provide care services. The right to be informed is a legal requirement and is about being open and providing individuals clear and concise information about how their data and the purpose for which it is collected and used. This is known as the 'privacy information' which Helping Hands terms as its privacy notice to:</p> <ul style="list-style-type: none"> • Our Customers • Our Employees • Job candidates and third parties
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ROLES AND RESPONSIBILITIES

Role	Responsibility
Data Protection Officer	Provide advice and guidance on data governance framework. Responsible for updating if changes to legislation and/or data processing activities.
Directors, Heads of Department Senior Managers	Ensuring that data is processed in line with Helping Hands policy and procedures. Responsible for reporting any significant changes to data processing activities.
Marketing Web Developers	Ensuring that Helping Hands privacy notice is available and maintained on relevant online platforms and updated in a timely manner.
All Staff	All employees are required to read Helping Hands privacy information on any of the available formats and ensure that those performing data processing activities inform individuals of this policy.

1.0 Our Privacy Notice

- 1.1 We ask that you read this privacy notice carefully as it contains important information on who we are and how we collect, use, store and share personal information. It outlines your rights and how to contact us and other relevant organisations in the event you have a complaint.
- 1.2 Quickly access information on your rights
www.helpinghandshomecare.co.uk/privacy/#your-rights

2.0 Who We Are

- 2.1 We are Midshires Care Limited trading as Helping Hands (Home Care), registered number 3959933, registered address 10 Tything Road, Kinwarton, Warwickshire B49 6EP.
- 2.2 As a 'data controller', we are responsible for how we process your information in the UK. The UK General Data Protection Regulation (UK GDPR) sits alongside an amended version of the Data Protection Act (DPA) 2018 and applies to most UK businesses and organisations. We must comply with this data protection regime with regards to the data protection principles, our obligations and your rights as a UK resident.
- 2.3 All our data processing activities are monitored by our appointed **Data Protection Officer** to ensure that the information we collect is:
 - 2.3.1 Used lawfully, fairly and in a transparent way
 - 2.3.2 Relevant and for reasons that we have told you about
 - 2.3.3 Accurate and up to date
 - 2.3.4 Kept only for as long as it is needed
 - 2.3.5 Kept securely

3.0 Customer Privacy Notice

3.1 We define personal information collected by us as information about you or that make you identifiable to others. This falls into two categories:

- 3.1.1 Personal Data such as your name, address, email address, contact information, financial information, health and lifestyle details (including opinions and intentions) relevant to the services we are providing.
- 3.1.2 We may also collect audio recordings / camera images / video footage if disclosed to us by you, your representative or your Next of Kin (NOK).
- 3.1.3 Special Category Data such as information relating to your health, medical history, treatments both current and to be prescribed.
- 3.1.4 We may also collect other special category data such as religious information, sexual orientation and gender identity. This information contributes towards our person-centred approach to care which is focused on your needs, values and preferences.

3.2 We collect this information:

- 3.2.1 When you make enquires about our care and support services through our website, telephone, email, post, face to face or social media.
- 3.2.2 Through audio recordings of telephone calls to and from our office and branch teams.
- 3.2.3 By written correspondence by email or post.
- 3.2.4 Face to face care provision and care assessments

3.3 Information collected from our website:

- 3.3.1 We collect device identifiers such as internet protocol (IP) addresses and information about the web pages visited, the type of device and software. This is used for statistical and analytical purposes to improve your customer journey and experience. See section 6.0 for Cookie information.
- 3.3.2 We also collect personal information when you submit a web -based form or use the 'Live Chat' window to have text-based conversations with our customer support team. These are retained only for as long as it is necessary and for no more than 12 months.
- 3.3.3 Our website may also provide links to other websites which have their own privacy policies. We do not accept any responsibility or liability should you access or use these links.

3.4 Information collected from other sources:

3.4.1 We obtain additional information about you from third parties such as social and healthcare professionals and public bodies.

3.4.2 A '**public body**' being any organisation in the United Kingdom which delivers, commissions or reviews a public service and includes (but is not limited to):

3.4.2.1 the Ombudsman

3.4.2.2 local authorities

3.4.2.3 councils

3.4.2.4 unitary authorities

3.4.2.5 clinical commissioning groups

3.4.2.6 health and social care trusts

3.4.2.7 the National Health Service as well as their arm's length bodies and regulators.

3.4.3 A '**social or health care professional**' is any person who provides direct services, acts as consultant or is involved in the commission of your healthcare or social care services, including (but not limited to):

3.4.3.1 your general practitioner (GP)

3.4.3.2 dental staff

3.4.3.3 pharmacists

3.4.3.4 nurses and health visitors

3.4.3.5 clinical psychologists

3.4.3.6 dieticians

3.4.3.7 physiotherapists

3.4.3.8 occupational therapists

3.4.3.9 hospital staff

3.4.3.10 social workers and other care and support related professionals.

3.4.4 We may also collect and use personal data and other information about other people that contribute to or affect your care and support needs such as next of kin, power of attorney or emergency contact.

3.5 Purpose for Collecting and Using Your Personal Information:

We process your information in different ways under the following legal bases:

3.5.1 Where processing is conducted with your consent for specified purposes.

3.5.2 Where processing is necessary for the performance of a contract we have with you.

- 3.5.3 Where processing is necessary for us to demonstrate compliance with the law and regulatory frameworks.
- 3.5.4 When processing in pursuit of legitimate interests for:
- 3.5.4.1 Direct marketing communications to customers and potential prospects
 - 3.5.4.2 Responding to enquiries and other communications with customers and 3rd parties
 - 3.5.4.3 Corporate due diligence, engagement, service development and innovation
 - 3.5.4.4 Call recording to evidence business transactions, resolve complaints, establishment of fact in a case of dispute, monitor service quality and training of staff.
 - 3.5.4.5 Audio recording / camera images / video footage to investigate disputes and misconduct
- 3.5.5 When processing special category (sensitive) data concerning health and biometrics:
- 3.5.5.1 For the provision of social care or the management of social care systems and services on the basis of Union or Member State law or pursuant to contract with a health professional and subject to the conditions and safeguards.
 - 3.5.5.2 For the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity.
 - 3.5.5.3 Processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.

3.6 How We Use Your Personal Information:

We use your personal information to:	and we keep it for:
<p>Prepare, assess, review and update care plans and records</p> <p>Communicate with you, your representatives and other appropriate social or health care professionals about your needs or our concerns</p> <p>Arrange care provision at your home to deliver your required service</p> <p>Make reasonable adjustments to the care delivery, maintain safety and to personalise the service to meet your needs</p>	<p>Care plans/notes/records 8 years after the termination of contract or end of care</p> <p>Email communications 2 years</p>

Set up and manage payment arrangements for the care and support services you receive in accordance with our terms and conditions	6 years* from the end of the corresponding financial year *direct debit forms are retained indefinitely against indemnity claims
Record and manage complaints, compliments or concerns about the service we provide	10 years from closure of the case
Record details of accidents, incidents or near misses which occur to you or our employees	Accidents – 3 years Minor incidents – 10 years Serious incidents – 20 years
Perform contractual and compliance procedures with other care providers and public bodies involved in your care delivery	-
Send you information or offer on similar or relevant services following a request or enquiry which you can opt out from at any time	-
Notify you about changes to terms and conditions, tariffs, service delivery or interruptions which are relevant to you as part of our terms and conditions	-
Record telephone calls to and from the company telephony system only.	10 months
Conduct market research to review our service and improve our customer experience through feedback/review requests. Please note that this feedback can also be given anonymously	1 year
We may send you news or email communication from time to time about our products and services	n/a
Review of audio recording / camera images / video footage if disclosed to us by you or your representative only to investigate disputes and misconduct	6 years
We will get permission for the following:	
With your permission , we may also post images and content about you to promote Helping Hands social media platforms, events, print and digital publications	3 years with options to review and extend with further permission

3.7 Sharing Your Personal Information with Others:

We share appropriate information with:

- 3.7.1 External social and health care professionals and any individuals that you nominated as your representative or who have a legal entitlement. At your request, we would share information with another alternative provider.
- 3.7.2 Law enforcement authorities on request or following a court order
- 3.7.3 Public bodies that require evidence of our compliance with contractual obligations and to satisfy regulatory frameworks.

- 3.7.4 Local safeguarding Advisory Boards (SAB) regarding issues and concerns.
 - 3.7.5 Third party data processors and service providers who are contracted to support us.
 - 3.7.6 Relevant internal Helping Hands personnel to provide safe and effective services.
 - 3.7.7 External suppliers/partners that support business functions and service development.
- 3.8 We will not sell or trade your personal information with other third party without your consent.
- 3.9 National Data Opt-Out:
- 3.9.1 At this time, we do not share any data for planning or research purposes for which the national data opt-out would apply. We review this on an annual basis and for any new processing.
- 3.10 Data Transfers and Storage:
- 3.10.1 Helping Hands transfers and stores data under contractual agreements with data processors in the UK. Data transfers and storage may also occur in the European Economic Area (EEA) and other countries. These are known as Restricted Data Transfers.
- 3.11 Restricted Data Transfers:
- 3.11.1 Under the UK GDPR, restricted data transfers from the UK to the EEA and other countries covered by a European Commission 'adequacy decision' are currently permitted subject to review by the UK Government.
 - 3.11.2 At times it may be necessary to transfer data to countries that do not have an adequacy decision. In these cases, we would only do so having adopted appropriate safeguards as required by the UK GDPR, including completion of a transfer risk assessment (TRA).
- 3.12 Keeping Your Personal Information Safe:
- 3.12.1 We have appropriate organisational and technical security measures to protect your personal information and limit who has access. There are also appropriate safeguards in place for data transfers to protect your privacy rights.
 - 3.12.2 We have procedures in place to detect and respond to suspected data security breaches. We may notify you and any relevant authority as part of our data risk management where we are legally obliged to.

3.13 Your Rights:

You have rights over the way we use your information:

- 3.13.1 You have the right to be informed about what information we collect and how it is used as outlined in this privacy notice.
- 3.13.2 You have the right to ask for access to the information we hold on you. We would usually provide copies free of charge.
- 3.13.3 You have the right to ask us to correct or update any information you think is incorrect or incomplete.
- 3.13.4 You have the right to object to your information being used and/or withdraw consent.
- 3.13.5 You have the right to ask us to stop using your information. This 'right to be forgotten' is only applied where there is no legal reason for us to continue to hold or use it.
- 3.13.6 You have the right to object to any automated decision making. This could affect your ability to fully access our services.
- 3.13.7 You have the right to ask us to stop using your information for marketing purposes by opting out at any point of the registration process or by updating your preferences once registered. The unsubscribe feature on our emails are actioned immediately but may take up to 14 days to complete.
- 3.13.8 You have the right to ask us to transfer certain personal information or a copy of some of your information to you or to another organisation, including service providers, in a format they can use where this is technically possible, known as the 'right to data portability'.
- 3.13.9 You have the right to withdraw any permission you have previously given us to use your information.

- 3.14 For detailed information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the UK General Data Protection Regulation. If you would like to exercise a right, please contact the GDPR team at datarequest@helpinghands.co.uk or see the 'how to contact us' section (3.15).

3.15 How to Contact Us:

3.15.1 If you have any questions about this privacy notice, your rights or wish to contact the Data Protection Officer, get in touch by:

- **Email** – datarequest@helpinghands.co.uk
- **Post** – Compliance Department, Helping Hands House, 10 Tything Road West, Kinwarton, Alcester, B49 6EP
- **Telephone** – 01789 767181

3.16 Other Information:

How to complain:

3.16.1 If you contact us, we hope to resolve any query or concern you raise about our use of your information.

3.16.2 The UK GDPR also gives you right to lodge a complaint with a supervisory authority with the Information Commissioner Office (ICO) who are the supervisory body in the UK and can be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

3.17 Changes to this privacy notice:

3.17.1 This privacy notice was first published on 21st May 2018, and last updated on 25th March 2025.

3.17.2 We may change this privacy notice and update our website from time to time.

3.18 Do you need extra help?

3.18.1 If you would like this privacy notice in another language or format such as audio, large print or braille, please contact us.

4.0 Employee Privacy Notice

Information we collect from you:

4.1 In our role as an employer, and because of the nature of our business, we process different categories of data from our employees during and after the employment period. The type of data includes:

4.1.1 Personal data such as your name, contact details, bank details, data of birth, gender, marital status, driving licence number, vehicle registration number, photographs, next of kin contact details, GP contact details.

4.1.2 Financial details such as payroll records benefits, salary, tax status, national insurance number

4.1.3 Employment data such as recruitment records (including employment history, references, DBS, right to work, etc.),

- 4.1.4 Performance management records (electronic call monitoring, direct observations, appraisals, supervisions, disciplinary, grievance)
- 4.1.5 Training and competency records
- 4.1.6 Absence records (annual leave, etc.)
- 4.2 We will always ask for consent for any participation on our media platforms including social media and print publications.
- 4.3 We process 'special category data' and criminal offence data which tends to be sensitive by nature and will include:
 - 4.3.1 Religion
 - 4.3.2 Medical and health information (including sickness details)
 - 4.3.3 Nationality or ethnicity
 - 4.3.4 Criminal cautions or convictions
 - 4.3.5 Motoring convictions
- 4.4 We may process special category data or health data which is classified as test results and vaccination records collected from you or other external sources because of an infection outbreak.
- 4.5 Under UK GDPR, we rely on the following legal basis to collect, use and share this data:
 - 4.5.1 Article 9(2)(b) – legal obligation under employment, social security and social protection
 - 4.5.2 Article 9(2)(g) – Substantial Public Interest:
 - 4.5.2.1 Provide contact data to public health authorities or relevant bodies to invite you to have relevant vaccines
 - 4.5.2.2 Inform public authorities where confirmed cases of infection would constitute as an outbreak
 - 4.5.2.3 Provide health data requested by public authorities performing a specific public task to reduce transmission and severity of an outbreak
 - 4.5.3 In accordance with GDPR, personal data will be shared in a safe and secure way; limited to only what is necessary and appropriate.

4.6 Information We Collect from Other Sources:

- 4.6.1 We may request and collect personal data, and information about you from different employment sources, recruitment agencies and individuals. We collect information from our website, social media and Applicant Tracking System (ATS) that you provide as a candidate during our recruitment process.
- 4.6.2 We record and retain call recording / audio recording / camera images / video footage for the purposes outlined in Helping Hands **Call Recording, Information Security (Acceptable Use) Policy and CCTV Policy**.
- 4.6.3 We may process audio recording / camera images / video footage from 3rd parties to investigate disputes and misconduct.

4.7 Purpose for Collecting and Using Your Personal Information:

Under the GDPR, we must have a legal basis to process your information for all the activities we carry out. We rely on the following legal basis for processing:

- 4.7.1 Article 6(1)(b) – processing is necessary for the performance of our contracts
- 4.7.2 Article 6(1)(c) – processing is necessary for us to demonstrate compliance with the law or regulatory frameworks
- 4.7.3 Article 6(1)(f) – in pursuit of legitimate interests for:
 - 4.7.3.1 Corporate diligence relating to business development, innovation and staff engagement
 - 4.7.3.2 Call recording to monitor service quality, training and orientation, establishment of fact in a case of dispute
 - 4.7.3.3 CCTV Monitoring on premises and restricted areas of the business
 - 4.7.3.4 3rd party audio recording / camera images / video footage to investigate disputes and misconduct
 - 4.7.3.5 Return of company assets and facilities management

4.8 When processing special category (sensitive) data such as your health, diversity information or details of any criminal convictions; we do this on the following grounds:

- 4.8.1 Article 9(2)(b) – Legal obligations under employment or social benefit law
- 4.8.2 Article 9(2)(f) – Establishment, exercise or in the defence of legal claims or in court
- 4.8.3 Article 9(2)(h) – Provision of health or social care or management of health or social care systems or services

4.8.4 Article 9(2)(g) – Substantial public interest

4.9 How We Use This Information and How Long We Keep It For:

4.9.1 We use the information collected to employ and support you during your employment with Helping Hands Homecare. The period of retention commences after employment has ended.

We use your personal information to:	For how long?
To maintain accurate and up to date personnel records of personal data, employment data, contracts and financial information To record and manage statutory meetings such as redundancy, disciplinary or grievance proceedings To record and manage mediation and conflict resolution To process and assess special category data and health information where relevant to job role To receive and process records of managed moves, resignations and facilitate exit interviews and leavers workflows	6 years *employee record summary kept up to 75 th birthday
To record and process records of absence, annual leave, sick notes, Return to work, DBS checks, MATB1, etc.	3 years
To manage training needs by arranging or assessing training, refresher courses and competency assessments To communicate and record performance management activities (including appraisals, observations and supervisions)	6 years
To record and process payroll for employees To record and process expenses or retirement benefits for employees To monitor and ensure compliance with National Minimum Wage Standards To record and manage Statutory Sick Pay To enrol in pension schemes	6 years 6 years 3 years 3mths to 6 years 12 years
To receive, record and process insurance claims To respond and process post, penalties and sanctions	
To manage electronic call monitoring and generate reports To provide access privileges on systems applications and company equipment acquisitions To create employee profiles and manage work placements including travel arrangements and accommodation when required To manage car parking and allocate spaces To recover company assets and intellectual property during and occasionally after a period of employment To communicate, exchange and record communications as part of the responsibilities of the job role and job description To issue and renew ID badges and security fobs	For as long as required
To comply with Investigations and regulatory compliance To monitor, review and support internal and external audit processes relating to the service provision in line with data sharing agreements and confidentiality clauses	Up to 10 years

To process and record notifications, accidents and incidents internally and with the appropriate external regulators (including RIDDOR, CQC, CIW) To investigate, manage and record concerns, safeguarding and complaints	
To report business and trend analysis To monitor and report on business performance and compliance To conduct and participate in employee surveys, review or feedback To participate in employer schemes and other work-related activities and communications	
To maintain active accounts on the Applicant Tracking System (ATS) To communicate internal job opportunities* To respond to requests relating to your individual rights *To opt out, you can delete your account or use the unsubscribe option available in all email marketing communication	
Record telephone calls to and from the company telephony system only	10 months
Review of audio recording / camera images / video footage if disclosed to us by a third party to investigate disputes and misconduct	6 years

4.10 Electronic Call Monitoring:

4.10.1 Employees data is processed to enable the utilisation of GPS or location tracking through electronic call monitoring systems to work with company systems, software and networks. The purpose and responsibilities for this data processing is made known to all relevant employees.

4.11 Sharing Your Information with Others:

4.11.1 To operate our business and recruitment process, we have contracts in place with third party service providers to access and maintain a duty of care over your personal information. These include:

- 4.11.1.1 IT and telecoms support – to ensure secure operation of our IT infrastructure
- 4.11.1.2 Software support – to provide technical support and resolve issues
- 4.11.1.3 Communication and logistics– such as Royal Mail and network providers
- 4.11.1.4 Regulatory authorities – such as Her Majesty Revenue & Customs (HMRC), the Financial Services Authority (FSA), Care Quality Commission (CQC) and Care Inspectorate Wales (CIW)
- 4.11.1.5 Hospitality Service providers – such as fleet vehicle management, bookings and training
- 4.11.1.6 Insurance providers
- 4.11.1.7 Pension providers
- 4.11.1.8 External security providers (CCTV monitoring)
- 4.11.1.9 Archiving Service Providers

4.11.2 We will share relevant information within Helping Hands Homecare during and after your employment where this is necessary, and in line with our purpose for processing.

4.11.3 We may share your data to communicate with you during and after your employment.

4.11.4 Due to the nature of our business and the service we provide we may share minimal personal data with our customers to enable the safe and effective delivery of care, for example by sharing carer profiles with customers.

4.11.5 We will not sell or trade your personal information with any other third party for marketing purposes without your consent and we will not share your information outside the scope of our processing unless there is a legal reason.

4.12 Data Transfer and Storage:

4.12.1 Helping Hands transfers and stores data under contractual agreements with data processors in the UK. Data transfers and storage may also occur in the European Economic Area (EEA) and other countries. These are known as Restricted Data Transfers.

4.13 Restricted Data Transfers:

4.13.1 Under the UK GDPR, restricted data transfers from the UK to the EEA and other countries covered by a European Commission 'adequacy decision' are currently permitted subject to review by the UK Government.

4.13.2 At times it may be necessary to transfer data to countries that do not have an adequacy decision. In these cases, we would only do so having adopted appropriate safeguards as required by the UK GDPR, including completion of a transfer risk assessment (TRA).

4.14 Data Security:

4.14.1 We have appropriate organisational and technical security measures to protect your personal information and limit who has access. There are also appropriate safeguards in place for data transfers to protect your privacy rights.

4.14.2 We have procedures in place to detect and respond to suspected data security breaches. We may notify you and any relevant authority as part of our data risk management where we are legally obliged to.

- 4.15 Your Rights:
 - 4.15.1 Refer to 3.13
- 4.16 How to Contact Us:
 - 4.16.1 Refer to 3.15
- 4.17 How to Complain:
 - 4.17.1 Refer to 3.16

5.0 Recruitment Privacy Notice

Information we collect from you:

- 5.1 We only collect the information that we require to be able to find the best available opportunities and what is needed to assess your eligibility at different stages of our recruitment process. This information includes:

- 5.1.1 Personal data such as your name, contact details, bank details, date of birth, gender, marital status, driving licence number, photographs, next of kin contact details, GP contact details
- 5.1.2 Recruitment details such as your curriculum Vitae (CV), identification documents, educational records, work history, employment references, financial information

- 5.2 Applications are candidate led via our online Applicant Tracking System (ATS) and / or information may be collected in writing or verbally to assist in the recruitment screening process and the interview stage.

- 5.3 We also collect information classed as 'special category data' related to your health, diversity information and details of any driving or criminal convictions and including overseas Police checks if applicable.

- 5.4 Conviction Statement:

- 5.4.1 It is important that you disclose any police related offenses regardless of the date or country these occurred. Failure to disclose this information during the recruitment process could result in your application being withdrawn or rejected. We consider the nature of the offence, the time it occurred, your age at the time and any other relevant factors when deciding to process your application further.

- 5.5 Where We Collect Your Information From:

We collect information in different ways:

- 5.5.1 Directly from you by registering onto our Applicant Tracking System (ATS) while searching for new opportunities, during the different recruitment stages or whilst working with you to establish an effective relationship

5.5.2 Through audio recordings of telephone calls to and from our office and branch teams.

5.5.3 From third parties acting on your behalf such as recruitment agencies

5.5.4 From our website or social media platforms

5.5.5 From publicly available sources e.g. LinkedIn or indeed

5.5.6 By referral using Care Friends or word of mouth

5.6 Information collected from our website:

5.6.1 We collect device identifiers such as internet protocol (IP) addresses and information about the web pages visited, the type of device and software. This is used for statistical purposes and to improve your browsing journey and user experience.

5.6.2 Our website provide links to our ATS and other websites. These websites have their own privacy policies and we do not accept any responsibility or liability for these policies. Accessing such links is at your own risk.

5.7 Purpose for Collecting and Using Your Personal Information:

5.7.1 It is necessary to collect enough information to fulfil our legal and contractual duties during the recruitment process. If you are unable to provide us with the information required, this may result in our inability to fulfil our contractual obligations and termination of the recruitment process.

5.7.2 We rely on the following legal basis for processing your information:

5.7.2.1 Where processing is conducted with your consent for specified purposes.

5.7.2.2 Article 6(1)(b) for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract; to enable you to sign up and receive job alerts.

5.7.2.3 Article 6(1)(c) where necessary for us to demonstrate compliance with the law or regulatory frameworks.

5.7.3 Article 6(1)(f) – in pursuit of legitimate interests

5.7.3.1 To develop our recruitment strategy and develop the business

5.7.3.2 To communicate job alerts or similar opportunities

5.7.3.3 Call recording to monitor service quality, establishment of fact in a case of dispute

5.7.4 When processing special category (sensitive) data such as relating to your health or diversity information; we do this under:

5.7.4.1 Article 9(2)(b) – Legal obligations under employment or social benefit law

5.7.5 When processing criminal offence data, which we use to ensure the safety of customer and staff, we do this under the Data Protection Act, Schedule 1 Pt 1 (1) - Employment, social security and social protection

5.8 How We Use Your Information:

5.8.1 We use your information to match your skills and experience to a potential opportunity identified and in order to progress through the different recruitment stages outlined below:

5.8.1.1 Screening of applicants to assess and shortlist candidates

5.8.1.2 Interview and selection by hiring managers to determine suitability

5.8.1.3 Conduct compliance and eligibility checks to ensure right to work

5.8.1.4 Planning and delivery of training or assessments

5.8.1.5 To provide and obtain employment references

5.8.1.6 To communicate progress throughout recruitment process and/or offer of employment

5.8.1.7 To demonstrate and record compliance with relevant laws

5.8.1.8 To monitor operation and effectiveness of the recruitment process

5.8.1.9 To send job alerts and opportunities if you have chosen to opt in; this will not apply to personal data required as part of our recruitment process.

5.9 We use the following automated technology for the purposes of entering into, or for the performance of a contract with you:

5.9.1 Automated Decision Making during the application stage of our recruitment processes to evaluate a candidate's experience, skills and eligibility.

5.9.2 Automated Processing to ensure that the relevant time management, training qualification and expertise is tailored to the customer preferences and care provision. This is not a solely automated process.

5.10 You have certain rights with respect to automated decision making including, a request for human intervention, to express your view and to contest automated processing decisions by contacting datarequest@helpinghands.co.uk

5.11 How Long We Keep Your Information:

Type of data	Retention period
All candidates and ATS registrants	If you register on the ATS, it is your choice and responsibility to manage your communication preferences and/or delete the account through your account settings or by emailing datarequest@helpinghands.co.uk
Potential candidates	<p>We keep your data for 6 - 12 months and may continue to send you similar job alerts or similar opportunities from time to time. You can choose to opt out or delete the account at any time.</p> <p>You can delete your ATS account any time through the account settings or by emailing datarequest@helpinghands.co.uk</p>
Successful candidates	<p>Your data is transferred to your employee file and is processed in line with our employee privacy notice</p> <p>https://www.helpinghandshomecare.co.uk/employee-privacy-policy/</p>
Unsuccessful candidates	Data is kept for 12 months then deleted.

5.12 Sharing Your Information with Others:

We share information with our recruitment teams and with our 3rd Party support providers to process your information throughout the recruitment process. Our contractual agreements ensure that they maintain a duty of care with your personal information whilst providing:

- 5.12.1 IT and telecoms support to ensure secure operation of our IT infrastructure
- 5.12.2 ATS software provider to process data, provide technical support and resolve issues
- 5.12.3 Applicant screening service providers for DBS checks and eligibility to work in the UK
- 5.12.4 Individuals or organisations to provide character and employment references
- 5.12.5 Email Client platforms to deliver email communications
- 5.12.6 Individuals or organisations involved with the recruitment process and communications

5.13 We will not share, sell or trade your personal information with any other third party without your consent, unless there is a legal reason to do so.

5.14 Data Transfer and Storage:

5.14.1 Helping Hands transfers and stores data under contractual agreements with data processors in the UK. Data transfers and storage may also occur in the European Economic Area (EEA) and other countries. These are known as Restricted Data Transfers.

5.15 Restricted Data Transfers:

5.15.1 Under the UK GDPR, restricted data transfers from the UK to the EEA and other countries covered by a European Commission 'adequacy decision' are currently permitted subject to review by the UK Government.

5.15.2 At times it may be necessary to transfer data to countries that do not have an adequacy decision. In these cases, we would only do so having adopted appropriate safeguards as required by the UK GDPR, including completion of a transfer risk assessment (TRA).

5.15.3 We may also carry out data transfers under: Article 49(1)(b) - when transfer is necessary for the performance of a contract between the data subject and the controller.

5.16 Data Security:

5.16.1 We have appropriate organisational and technical security measures to protect your personal information and limit who has access. There are also appropriate safeguards in place for data transfers to protect your privacy rights.

5.16.2 We have procedures in place to detect and respond to suspected data security breaches. We may notify you and any relevant authority as part of our data risk management where we are legally obliged to

5.17 Your Rights:

5.17.1 Refer to 3.13

5.18 How to Contact Us:

5.18.1 Refer to 3.15

5.19 How to Complain:

5.19.1 Refer to 3.16

6.0 Our Cookie Guidance

6.1 The Helping Hands website is owned and operated by Midshires Care Limited, trading as Helping Hands Home Care.

6.2 What Are Cookies?

6.2.1 Cookies are small pieces of software (files) that are installed on a computer or mobile device via the browser (e.g. Microsoft Edge, Apple Safari, Google Chrome or Firefox) when you visit a website.

6.2.2 Cookies allow websites to recognise when an individual has previously visited the site and will save some information to recognise when they access the site again.

6.2.3 There are two types of cookies:

6.2.3.1 **First party** cookies that are set by the operator of a website, which for this website is Helping Hands Home Care.

6.2.3.2 **Third party** cookies are for third party websites such as Facebook to display online advertising and social sharing features.

6.3 Cookies That We Use:

6.3.1 Helping Hands website uses traffic log cookies to identify which pages are being used. These cookies are for analytical purposes only to review webpage traffic and tailor our website to our visitors' needs. Where we collect information used to identify individuals, this will be made obvious through the relevant pages and messages.

6.3.2 These cookies collect the following information:

6.3.2.1 IP address

6.3.2.2 Details about the pages you visit

6.3.2.3 General details about the type of computer or device you are using to access the website

6.3.3 This information is not used to identify individuals.

6.4 Cookies used by our service providers:

6.4.1 Cookies are also used by third party service providers, and they might be stored on your computer when you visit this website.

6.4.2 See www.helpinghandshomecare.co.uk/cookie-policy for details of cookies.

6.5 Do you need extra help?

6.5.1 If you would like this cookie policy in another format such as audio, large print or braille, please contact us at marketing.

TRAINING

Is training required?	Yes
Details of training	Learning Management System modules under GDPR

COMPLIANCE

How is compliance with the POL going to be monitored	GDPR and Compliance Audits will be conducted. Any change to legislation or regulatory process will initiate a policy review
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EQUALITY IMPACT ASSESSMENT AND PROCEDURAL INFORMATION

	Positive / Negative / N/A	Comments
Does the document have a positive or negative impact on one group of people over another on the basis of their:		
• age?	Positive	
• disability?	Positive	
• gender reassignment?	Positive	
• pregnancy and maternity (which includes breastfeeding)?	Positive	
• marriage and civil partnerships		
• race (including nationality, ethnic or national origins or colour)?	Positive	
• religion or belief?	Positive	
• sex?	Positive	
• sexual orientation?	Positive	
If you have identified any potential impact (including any positive impact which may result in more favourable treatment for one particular group of people over another), are any exceptions valid, legal and/or justifiable?		All groups are addressed and treated fairly in a positive manner
If the impact on one of the above groups is likely to be negative:		
• Can the impact be avoided?	Y	Process outlined within the policy supports avoiding and addressing all impact issues
• What alternatives are there to achieving the document's aim without the impact?	NA	
• Can the impact be reduced by taking different action?	N	Policy covers all eventuality of impact
• Is there an impact on staff, client or someone else's privacy?	N	The impact is minimised due to the processes outlined within this policy

What was the previous version number of this document?	Version 05
Changes since previous version	Amended 3.2.4 to include 'care provision' Updated 3.1 to include audio recordings / camera images / video footage Updated 3.5 legitimate interests with audio recordings / camera images / video footage Updated table in 3.6 with audio recordings / camera images / video footage

	<p>Updated table in 3.6, amended the last row to reflect 'permission' with amendment to the 'Media Content Permission Form' and updated retention for customer records and third-party CCTV.</p> <p>Updated 4.6 to include audio recordings / camera images / video footage and 3rd party CCTV.</p> <p>Updated 4.7 legitimate interests with audio recordings / camera images / video footage</p> <p>Updated 4.9 to included retention of telephone call recorded and audio recordings / camera images / video footage</p> <p>Updated 5.5 to include audit recordings of telephone calls</p> <p>Updated 5.7 legitimate interests with call recordings</p>	
Who was involved in developing/reviewing /amending the SOP?	<p>Compliance Co-ordinator – GDPR</p> <p>Operations</p> <p>Employment Lawyers</p> <p>Quality Development Lead</p>	
How confidential is this document?	Public	Can be shared freely within and outside of Helping Hands

References	
Associated Documents	<p>Electronic Call Monitoring (ECM) Policy</p> <p>Bring your own Device (BYOD) Policy</p> <p>CCTV Policy</p> <p>Call Monitoring Policy</p>