

## Purpose

Runwood Homes (“we”, “us” or “our”) respect your privacy and are committed to protecting your personal data. This Privacy Notice explains how we collect, use, store, disclose, and protect personal information about you – whether you interact with us through our website, receive care and services, are employed by us, or otherwise engage with our organisation. This Notice should be read together with other privacy or fair processing notices we provide in specific contexts (such as resident admission forms or employee onboarding).

Your personal data is processed lawfully and in line with UK GDPR and the Data Protection Act 2018. We handle personal data with care to support high-quality care delivery, staff management, regulatory compliance, and organisational operations.

## Controller and Contact Details

**Controller:** Runwood Homes

**Address:** 107 London Road, Benfleet, Essex, SS7 2QL

**Telephone:** 01702 559797

**Email:** [data.protection@runwoodhomes.co.uk](mailto:data.protection@runwoodhomes.co.uk)

We have appointed a **Data Protection Officer (DPO)**, who oversees compliance with this Notice and all data protection matters. If you have questions, wish to exercise your rights, or have concerns, contact the DPO using the details above.

## THE TYPE OF PERSONAL INFORMATION WE COLLECT

We collect and process personal data from residents, staff, website users, and others for lawful purposes. The types of data include:

### Identity and Contact Data:

- Name, address, date of birth, telephone number, email address, next of kin, and emergency contacts.

### Care and Health Data:

- Resident care plans, health records, treatment notes, MAR charts, risk assessments, GP correspondence.
- Sensitive or “special category” data, such as health conditions, disability status, ethnicity, religion, or beliefs, when necessary for care delivery.

### Staff Data:

- Recruitment records (CVs, interviews, references, DBS checks).

- Employment administration (payroll, attendance, training, performance reviews).
- Identification and safeguarding (photographs for ID badges, fingerprints for time and attendance).
- Call recordings for training, quality assurance, and compliance.

### **Online & Website Usage Data:**

- IP address and technical data are collected automatically when you use our website.
- Cookies and analytics data to improve our online services – see our cookies policy for details.

### **AI-related Data:**

- Outputs produced or summarised with AI tools, provided such outputs are verified and incorporated into records by authorised staff.

This list is not exhaustive. We may also process other information you voluntarily provide (such as survey responses).

## **HOW WE GET THE PERSONAL INFORMATION AND WHY WE HAVE IT**

Most of the personal information we process is provided to us directly by you or your Power of Attorney for Health and Welfare (if you have one) for one of the following reasons:

- If you are commissioning services from us

We also receive personal information indirectly from the following sources:

- If the Local Authority or Commissioning Groups commission services from us on your behalf

We use the information that you have given us in order to -

- Provide services to you
- Help us develop, operate and continually improve the quality of care and services we provide
- Work effectively with other organisations that may be involved in your care.
- Send important messages to you or those acting on your behalf, such as updates to your care or treatment plans, changes to our terms and conditions/contractual arrangements, policies and procedural changes.

### **How We Use Your Personal Data**

We use personal data only when the law allows us to, including to:

- Provide and coordinate health and social care services

- Manage employment relationships
- Communicate important updates about care, services, and policy changes
- Comply with legal and regulatory obligations (e.g., CQC reporting)
- Conduct internal audits, quality assurance, and system testing
- Monitor and improve our website and services
- Handle enquiries and customer relations
- Securely operate and maintain our digital and physical records

Our lawful bases for processing include:

- Performance of a contract
- Legal obligation
- Vital interest
- Legitimate interest
- Consent (where applicable, such as marketing)

In line with UK health and social care practice, sensitive personal data may be processed under specific lawful bases such as Article 9(2)(h) of UK GDPR for the provision of care

## **HOW WE STORE YOUR PERSONAL INFORMATION**

Your information is securely stored. We will hold this information for a maximum of 7 years before being deleted or destroyed securely.

### **Data Retention**

We retain personal data only as long as necessary for the purposes for which it was collected, including legal, accounting, and reporting obligations. Retention periods vary by record type but typically include:

- Care and health records: Minimum 7–8 years following discharge or death
- Staff employment records: 6 years after employment ends
- Website enquiry and online data: Held as needed for service provision, then securely deleted

Personal data is deleted or destroyed securely once it is no longer required.

### **Disclosures of Your Personal Data**

We may share your personal data with:

- Internal teams and authorised staff

- Healthcare professionals involved in your care
- Local authorities, commissioning bodies, CQC, and regulatory partners
- Third-party service providers (IT, professional advisers, insurers)
- In the event of organisational changes like mergers or business transfers

We require all third parties to treat your personal data securely and in accordance with the law. We do not allow them to use your data for their own purposes.

## Data Security

We implement appropriate security measures to protect personal data from accidental loss, unauthorised access, destruction, or disclosure. Access is limited to those with a business need to know, and all data processing partners are bound by confidentiality obligations.

Our cyber security systems, including encryption, firewall protection, secure backups, and access controls, are maintained through internal teams and external partners to safeguard digital records.

## YOUR DATA PROTECTION RIGHTS

Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

## Cookies and Website Tracking

Our website uses cookies and analytics tools to improve user experience and evaluate site performance. Where required by law, we obtain consent for non-essential cookies. You can manage cookie preferences via your browser settings.

## **Changes to This Privacy Notice**

We may update this Notice to reflect changes in law, technology, or our services. The latest version will be published on our website with the date updated.

## **HOW TO COMPLAIN**

If you have any concerns about our use of your personal information, you can make a complaint to us at [data.protection@runwoodhomes.co.uk](mailto:data.protection@runwoodhomes.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## **Further Information**

Detailed definitions and explanations of terms used in this Notice can be provided on request or accessed in accompanying materials. Your privacy rights are further supported by our internal policies on Data Protection, Records Management, Cyber Security, AI Usage, and Access to Records.