



Website Privacy Statement

We are Pride Home Care; a Limited company incorporated in England. Our company number is 12040880 and our registered address is Queens Square, Attleborough, Norfolk, NR17 2AE, United Kingdom.

Pride Home Care Limited ('we') are committed to ensuring that your privacy is protected. We comply with the Data Protection Act 2018 and the UK GDPR together with any other relevant data protection and privacy legislation. We are the data controller of data you pass to us pursuant to this statement.

This Privacy Statement, together with our website terms and conditions and cookie Statement, sets out how we collect personal information from you and how the personal information you provide will be processed by us. By visiting the website at pridehomecare.co.uk (the "**Website**") you are accepting and consenting to the practices described in this Privacy Statement. If you do not consent, please do not submit any personal data to us.

What information does Pride Home Care Limited hold and how will we use it?

Information you give Pride Home Care Limited: You may give us information about yourself by completing enquiry forms on the website or by requesting via the website that we send you marketing information or by completing an application form. The information you give us may include your name, email address, address/location, phone number, NOK, detailed employment history, convictions, reference request information and DBS information.

We will retain this information while we are corresponding with you or providing services to you or to the Service User you represent. We will retain this information for recruitment and registration purposes for vacancies of staff applications. There is no legal fixed retention period for personal data. We will only keep the data for as long as necessary for its intended purpose.

Information Pride Home Care Limited collects about you: Pride Home Care Limited may collect the following information from you when you visit the website: Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from the website (including date and time), products you viewed or searched for, page response times, website errors, length of visits to certain pages, page interaction information, methods used to browse away from the page and any phone number used to call our Branch.

We retain personal data for as long as necessary for its intended purpose.

Information we receive from other sources: This includes information we receive about you when you use other websites operated by us or other services we provide. This information may include your name, email address, postal address and phone



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number.

Use Made of the Information

We may use the information we receive and/or collect about you via the website to:

1. Fulfil our obligations under any contract that we have entered into with you or with the Service User that you represent, and to provide you or the relevant Service User with information or services that you or the Service User has requested
2. Fulfil our obligations with respect to recruitment, onboarding, training and placement of you, within our staffing team. We will use your information to provide you with additional or specialist support or training, as required.
3. Send you newsletters and marketing information if you have consented to us doing so
4. Notify you of products and services that we feel may interest you, or permit third parties to do so if you have provided the appropriate consent
5. Monitor website usage and provide statistics to third parties for the purposes of improving and developing the website and the services we provide via the website

Pride Home Care Limited processes personal information for certain legitimate business purposes, which include some or all the following:

Where the processing enables Pride Home Care Limited to enhance, modify, personalise or otherwise improve the website, its services or communications

1. To identify and prevent fraud
2. To enhance the security of the network and information systems of Pride Home Care Limited
3. To better understand how people interact with the websites of Pride Home Care Limited
4. To administer the website and carry out data analysis, troubleshooting and testing; and
5. To determine the effectiveness of promotional campaigns and advertising

If we obtain consent from you to do so, we may provide your personal details to third parties so that they can contact you directly in respect of services in which you may be interested.

Where we are processing personal data that we have obtained via the website on the basis of having obtained consent from you, you have the right to withdraw your consent to the processing of your personal data at any time. If you would like to withdraw your



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consent or prefer not to receive any of the above-mentioned information (or if you only want to receive certain information from us), please let us know by contacting us via the following webpage <https://pridehomecare.co.uk/>

Please bear in mind that if you object, this may affect our ability to carry out the tasks above for your benefit.

If you wish to have your information removed from our database or if you do not want us to contact you for marketing purposes, please let us know by clicking the 'Unsubscribe' option in any email we send to you and providing the details requested or by contacting us via the following webpage <https://pridehomecare.co.uk/> and we will take steps to ensure that this information is deleted as soon as reasonably practicable.

We will not share, sell or distribute any of the information you provide to us (other than as set out in this Statement) without your prior consent, unless required to do so by law.

We may carry out automated decision-making using the personal data you provide to us. We do so to *[insert an explanation about the automated decision-making (including profiling) that you carry out. You should explain the logic involved and the significance and potential consequences for the Data Subject. For example, if you track their behaviour on your website to send targeted advertising, explain this process. If you do not carry out any automated decision making, you can delete this Statement entry].*

Third Party Sites

Our website may contain links to third party websites, including websites via which you are able to purchase products and services. They are provided for your convenience only and we do not check, endorse, approve or agree with such third-party websites nor the products and/or services offered and sold on them. We have no responsibility for the content, product and/or services of the linked websites. Please ensure that you review all terms and conditions of website use and the Privacy Statement of any such third-party websites before use and before submitting any personal data to those websites.

How Safe is your Information?

Where we have given you (or where you have chosen) a password which enables you to access certain parts of the website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Protecting your security and privacy is important to us and we make every effort to secure your information and maintain your confidentiality in accordance with the terms of the data protection legislation. The website is protected by various levels of security technology, which are designed to protect your information from any unauthorised or unlawful access, processing, accidental loss, destruction and damage.

We will do our best to protect your personal data but the transmission of information



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via the Internet is not completely secure. Any such transmission is, therefore, at your own risk.

Disclosure of your Information

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006. We may share your information with selected third parties including:

1. Business partners, suppliers for the performance of any contract we enter into with them
2. Third parties who may wish to contact you in respect of services or products they offer or sell which may be of interest to you, provided we receive your consent to such disclosure, and/or advertisers and advertising networks that require the data to select and serve relevant adverts to you and analytics and search engine providers that assist us in the improvement and optimisation of the website

Please note, we may need to disclose your personal information where we:

1. Sell any or all of our business or assets or we buy another business or assets in which case we may disclose your personal data to the prospective buyer or seller
2. Are under a legal duty to comply with any legal obligation or to enforce or apply our terms and conditions; or
3. Need to disclose it to protect our rights, property or the safety of our customers or others, including the exchange of information with other companies, organisations and/or governmental bodies for the purposes of fraud protection and credit risk reduction

Where we Store your Personal Data

All your personal data is stored within the UK or the EEA.

Your Rights in Respect of your Data

You benefit from a number of rights in respect of the personal data we process about you.

We have summarised your rights below and more information is available from the Information Commissioner's Office (ICO) website: <https://ico.org.uk/>

Your 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.

- Access to your data
- Rectification of your data



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- Right to be forgotten
- Right to restrict processing
- Data portability
- Right to object

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 using your personal data

Your right to complain about our processing

If you have any complaints about our use of your personal data, please contact us. You also have the right to complain to the relevant supervisory authority in your jurisdiction. In the UK, the supervisory authority is the Information Commissioner's Office. Contact details for the ICO can be found at <https://ico.org.uk/>.

If you have any further queries or comments on our Privacy Statement, please contact us via our website: <https://pridehomecare.co.uk/> or you can contact us by emailing danielburcham@pridehomecare.co.uk or paulburchham@pridehomecare.co.uk