

Privacy Notice

Throughout this notice, we may make reference to Age Concern Liverpool & Sefton, the Organisation or ACL&S. This means that the notice is applicable to the Charity, Age Concern Liverpool & Sefton, the trading company, Age Concern Liverpool (Services) Ltd and any subsequent company within the group.

Age Concern Liverpool & Sefton are committed to protecting and respecting your privacy.

This privacy notice explains when and why we collect personal information about people, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

Any questions regarding this notice and our privacy practices should be sent by email to mail@ageconcernliverpoolandsefton.org.uk or by writing to Age Concern Liverpool & Sefton, The Frances Suite, First Floor, 151 Dale Street, Liverpool, L2 2JH. Alternatively, you can telephone 0151 330 5678. For more information on how we use data, please see our Privacy Policy and Fair Processing Notice which is available on request from Age Concern Liverpool & Sefton (contact details overleaf).

What is personal information?

Personal information is information that identifies you as an individual and relates to you.

How do we collect information from you?

We obtain information about you when you contact us by telephone, when you fill in forms (hard copy or on our website) or provide your personal details directly to Age Concern Liverpool & Sefton staff or when a third party such as another charity or the social services department have sent us a referral for you.

We also collect information from you through social media, when you contact us through X (formerly known as Twitter), Facebook and Instagram to request a service or information from us.

What type of information is collected from you?

The personal information we collect depends on the service you wish us to provide or are interested in. It might include your name, address, email address, telephone number, next of kin or carer details, ethnicity, whether you have a GP, information regarding your health, lifestyle and levels of activity which you undertake, products which you purchase from us, your attendance at our services, your bank details. This is not an exhaustive list. The data we collect from you will

be proportionate and necessary to deliver the service you have asked us to provide. It should be noted that for services that will take place in your home, we may have to ask details of any pets or other people living in your house, the safety and security of your property (as part of our risk assessment process).

In the case of clients who are unable to provide this personal information for themselves, we will gather the information we need to ensure we can provide you with the service you need from one of the following sources: your carer, next of kin, family member or responsible person.

It should be noted that if you use the services of our care home, The Hamlets, we process CCTV footage to ensure that our site is safe for clients, staff and visitors. CCTV is not used in private areas, such as bathrooms.

CCTV is present in various locations, at our Head Office. This is provided by LCVS, who are the landlord and have taken the decision to ensure these areas are protected.

How is your information used?

We may use your information:

- To contact you
- To contact your next of kin or person nominated as your primary contact in case of an emergency
- To send you information about our services
- To send you information about the commercial products and services we provide
- To monitor the diversity of service users to ensure that our services are accessible to all members of the community
- To comply with insurance requirements
- To comply with legal requirements
- To comply with regulatory requirements
- To comply with contractual requirements set by Commissioners
- To levy any charges in connection with a service and to invoice you appropriately
- To make referrals to third parties with your consent in order to provide a service to you
- To protect your safety and welfare; for example, health and safety incident reports, medicine usage and safeguarding reports
- To ensure that the service we provide you is aligned to your needs and aspirations
- To monitor service quality and performance
- To monitor attendance
- To monitor absences
- To contact you if there is a change to a scheduled service we provide for you
- To provide you with details of services and products available from third party products with your consent
- To quality assure the service provided by third parties who we have referred to.

Data Retention

We review our retention periods for personal information on a regular basis. We will hold your data for as long as we are required to by our insurers, legal requirements or commissioner requirements. The retention period for data in each service area or department is available on demand. Once this period has elapsed all personally identifiable data, relating to you, will be securely destroyed.

Who has access to your information?

Only Age Concern Liverpool & Sefton has access to the data we collect unless you have given us permission to share your data with another party or it is necessary to fulfil the contract we have with you.

If you give us permission to make a referral on your behalf, then the organisation we have agreed to refer you to will also have the relevant portions of your data that are necessary for them to be able to help you.

We may share your data in limited circumstances if it is necessary to protect your welfare and wellbeing e.g. a safeguarding referral.

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes without your consent.

Your choices

You can opt into our Newsletter by either signing up via our website, or calling us. Our newsletter contains material about our services and products. You are able to opt out of receiving the newsletter at any time by contacting us at the address below.

You have a choice about whether or not you wish to have contact with us and/or receive information from us. You can change your preferences at any time by contacting us by email: mail@ageconcernliverpoolandsefton.org.uk or by writing to Age Concern Liverpool & Sefton, The Frances Suite, 1st Floor, 151 Dale Street, Liverpool, L2 2JH. Alternatively, you can telephone 0151 330 5678.

Your information rights

From May 2018, data protection legislation gives you a number of rights regarding your information. These are as follows:

- **Rectification:** if information is incorrect, you can ask us to correct it.
- **Access:** you can ask for a copy of any information we hold about you by making a subject access request (SAR). This can be requested either in writing or verbally. You can email us at: mail@ageconcernliverpoolandsefton.org.uk or by writing to Age Concern Liverpool & Sefton, The Frances Suite, 1st Floor, 151 Dale Street, Liverpool, L2 2JH. Alternatively, you can telephone 0151 330 5678.
- **Deletion:** you can ask us to delete information that we hold about you in certain circumstances, e.g. where we no longer need the information.

- **Portability:** you can request the transfer of your information to you or to a third party in a format that can be read by a computer. Please see our data protection policy for further details.
- **Restriction:** our use of information can be restricted in some cases, e.g. where you tell us some information we hold about you is inaccurate, we will restrict our use of this information while we check its accuracy.
- **Object:** you may object to us using your information where:
 - We use it for direct marketing purposes
 - The legal basis we rely on is either legitimate interests or performance of a task carried out in the public interest
 - We use it for historical or scientific research purposes, or archiving purposes

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: mail@ageconcernliverpoolandsefton.org.uk or by writing to Age Concern Liverpool & Sefton, The Frances Suite, 1st Floor, 151 Dale Street, Liverpool, L2 2JH. Alternatively, you can telephone 0151 330 5678.

Security precautions in place to protect the loss, misuse or alteration of your information

Age Concern Liverpool & Sefton takes data security extremely seriously and works hard to ensure that your personal data is kept private. We use password protected computer systems and store any printed materials in lockable filing cabinets. However, no organisation can be too complacent and if a data breach occurred, we would take appropriate action. You can view our Data Breach Policy on the Age Concern Liverpool & Sefton website or request a hard copy via 0151 330 5678.

16 or Under

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under then please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Further information and guidance

If you have any further questions about how we use your personal information, or about how we adhere to your data protection rights, please contact us:

- Email: mail@ageconcernliverpoolandsefton.org.uk
- In writing: Age Concern Liverpool & Sefton, The Frances Suite, 1st Floor, 151 Dale Street, Liverpool, L2 2JH, Telephone: 0151 330 5678

Review of this Privacy Notice

We keep this notice under regular review.

Owner: Chief Executive Officer

Reviewed: March 2024

Review Due: March 2025

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