



Date Reviewed	May 2022
Policy Number	20 / Rev 02
Approved by:	Board of Directors
Next review date:	May 2024

Privacy Policy

Southend Carers is committed to protecting your privacy and security and ensuring you remain informed and in control of your information.

This policy explains when we use your personal information: how we use it, keep it secure and in what circumstances we may share it with other organisations.

About us

Southend Carers (Charity Number: 1093240) is an independent charity providing information, advice and support services to carers of all ages.

Southend Carers is based at 29-31 Alexandra Street, Southend-on-Sea, Essex, SS1 1BW. For the purposes of data protection law, Southend Carers will be the controller and processor of personal information.

Keeping you in control

We want to ensure you remain in control of your personal information. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified; the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please write to our Data Protection Lead, 29-31 Alexandra Street, Southend-on-Sea, Essex, SS1 1BW or email info@southendcarers.co.uk.

When do we collect information about you?

We collect information about you when you join Southend Carers or when you are referred to us by another organisation.

When you contact us for information, advice or support relating to your caring role you are engaging with us in an agreement for the provision of those agreed services (known as a 'contract' for lawful processing).

What information do we collect about you?

The personal information we collect will include your name, address, age, contact details, and details of your caring role.

For monitoring purposes, we will ask you for your religious beliefs and ethnic background. This information will only be held with your explicit consent. It will not restrict your access to a service if you choose not to provide this detail.

For some of our services, we will collect or store information relating to your health. This information will only be held with your explicit consent and we will take extra care to ensure your privacy rights are protected.

If you provide information about another person (the person you care for or an emergency contact) we will need to confirm that they are aware of this. We will ask you for their contact details so that we can write to them and inform them of the information we hold and their rights under data protection law.

If you volunteer with us, then we will collect extra information about you (for example: references, criminal records check, professional certificates, details of emergency contacts, medical conditions). This information will be retained for legal reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

If you are a donor, we will collect financial information (direct debit / standing order details), and whether your donations are gift-aided.

We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

How will we use the information about you?

We collect information about you and your caring role, in order to:

- carry out our obligations arising from any agreement entered into by you and us, for the provision of information, advice and support to you in relation to your caring role;
- seek your views or comments on the services we provide;
- notify you of changes to our services;

- send you communications which you have requested;
- inform our future service development to ensure that these are fully accessible.

We occasionally carry out analysis of data we hold about carers, donors and volunteers, to better understand the value of our work and identify patterns and trends. This helps inform how we work and makes Southend Carers a stronger and more effective organisation and able to provide better services.

How long will we hold your information?

We will hold your personal information on our systems for as long as you are registered for our services. Should you no longer or cease to be a Carer, your data will be held for three years.

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as reporting to funders and identifying trends to help inform our actions and improve our services.

How do we store your information?

Southend Carers operations are based in the UK and we store our data within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, but we'll only allow them to do if your data is adequately protected.

For example, some of our systems use Microsoft products. As a US company, it may be that using their products result in personal data being transferred to or accessible from the US. However, we will allow this as we are certain personal data will still be adequately protected (as Microsoft is certified under the USA's Privacy Shield scheme).

If you use our services while you are outside the EU, your information may not be governed by legislation to the same standard and we are not able to guarantee the security of your information.

How do we protect your information?

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means).

All employees receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

Security

All electronic forms that request data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

When will we share information about you?

We will never sell your personal data, and will only ever share it with organisations we work with where necessary and if its privacy and security are guaranteed.

If you request that we refer you to a third party organisation we will only undertake this with your permission.

Under our agreement with Southend Borough Council – Integrated Commissioning Team, we will share personal information (name, date of birth, postcode) of parents and children accessing our Shortbreak services. Details of how Southend Borough Council protect your information is available on their websites: www.SouthendBoroughCouncil.gov.uk

We may share personal data with subcontractors or suppliers who provide us with services. However, these activities will be carried out under a contract which imposes strict requirements on our supplier to keep your information confidential and secure.

Occasionally, where we partner with other organisations, we may also share information with them (for example, if you register to attend an event being jointly organised by us and another charity). We'll only share information when necessary and we'll make sure to notify you first.

Disclosure

Southend Carers has a legal duty to disclose some information including:

- Safeguarding concerns will be reported to Children's Services / Adult Social Care;
- Drug trafficking, money laundering, acts of terrorism or treason will be disclosed to the police;
- In addition, colleagues believing an illegal act has taken place will be reported to the appropriate authorities.

Southend Carers will always inform you of any disclosure.

Marketing

Southend Carers does not undertake unsolicited marketing and will not sell, rent or otherwise share your information to third parties for marketing purposes.

We do send out information about our services and updates relating to carers, legislation changes, initiatives, activities and requests for support via e-bulletins or other targeted communication.

Should you no longer wish to receive this information at any point simply let us know and we will ensure you are removed from our mailing list:

Email: communications@southendcarers.co.uk

Post: 29-31 Alexandra Street, Southend-on-Sea

Phone: 01702 393933 (9am – 5pm, weekdays)

If you have opted-in to communications from us, we may contact you with information about our partners, or third party products and services, but these communications will always come from Southend Carers.

When you receive a communication, we may collect information about how you respond to or interact with that communication, and this may affect how we communicate with you in future.

Newsletters

We send e-newsletters to all carers, depending on age (unless you specifically ask us not to). You can choose to unsubscribe from general communications and still receive our newsletter. However, please be aware that these newsletters may include advertisements, competitions and fundraising information.

Fundraising

As a charity, we rely on donations and support from others to continue our work. From time to time, we will contact carers, volunteers, members and supporters with fundraising material and communications. This might be about an appeal or to suggest ways you can raise funds (e.g. a sponsored event or activity, or even buying a product if Southend Carers will receive some of the proceeds).

As with other marketing communications, we will only contact you specifically about fundraising if you've 'opted in' to receiving marketing from us (and you can, of course, unsubscribe at any time).

If you decide to donate to us, then we will keep records of when and how much you give to a particular cause.

Profiling

Southend Carers does not analyse your personal information for profiling purposes.

Young Carers

Information for parents

Parental permission: If your child is under 18 then we'll need permission from you as their parent or guardian for them.

We take great care to protect and respect the rights of individuals in relation to their personal data, especially in the case of children. If your child is under 18, we'll only use his or her personal data with your consent.

If a youth member turns 18 and wishes to continue access our services as an adult, some of the personal data we hold about that individual will be carried over to their adult record.

Website

Cookies

Our website uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain functionality.

A cookie is a piece of information in the form of a very small text file that is placed on an internet user's hard drive when they visit our website. They do not contain any personal information like your name or address, only data concerning your visit to our website.

We use cookies on our website to measure how people are using our website. We use Google Analytics to collect this information, which allows us to see how many people visited our website, where they came from, how they are using the website and where it can be improved.

The whole purpose of this analysis is to improve the website's performance.

Typically, the following cookies are set by Google Analytics:

Name: _utma

This cookie is used to determine unique visitors to your site and it is updated with each page view.

Expiry: 2 years from set / update

Name: _utmb

This cookie is used to establish and continue a user session with your site. When a user views a page on your site, the Google Analytics code attempts to update this cookie. Expiry: 30 mins from set / update

Name: _utmz

This cookie stores the type of referral used by the visitor to reach your site, whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. Expiry: 6 months from set / update

For further information visit www.aboutcookies.org or www.allaboutcookies.org

Links to other sites

Our website contains hyperlinks to many other websites. We are **not** responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by using the 'Contact us' link at the top of the page).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by the Southend Carers Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with Southend Carers.

Questions?

Any questions you have in relation to this policy or how we use your personal data should be sent to data@banescarerscentre.org.uk or addressed to the Data Protection Lead, Southend Carers, 29/31 Alexandra Street, Southend-on-Sea, Essex, SS1 1 BW

Email: data@southendcarers.co.uk

Post: Southend Carers, 29/31 Alexandra Street, Southend-on-Sea, Essex, SS1 1 BW

Phone: 01702 393933 (9am – 5pm, weekdays)

We will never sell your personal data, and will only ever share it with organisations we work with where necessary and if its privacy and security are guaranteed.

Complaints

You can complain directly to Southend Carers by contacting our Data Protection Lead using the details set out above. If wish to make a complaint (including a complaint about fundraising activity) which does not directly relate to your data protection and privacy rights, you can do so in accordance with our charity's complaints policy.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

Changes to this Privacy Policy

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted here.