



APPLETREE CARELINE PRIVACY NOTICE

Appletree Careline at New Forest District Council is committed to protecting and respecting your privacy. For the purpose of the 2018 General Data Protection Regulation, the Data Controller is New Forest District Council, Appletree Court, Beaulieu Road, Lyndhurst, Hampshire SO43 7PA (data.controller@nfdc.gov.uk).

When you contact Appletree Careline we will ask you for certain personal information in order to be able to assist with your enquiry. Some of this information will need to be recorded and stored on our systems. This Privacy Notice aims to explain:

1. The different kinds of personal data we process
2. How we use your data
3. How we store your data
4. Why we process your data
5. When and why we share your information
6. What are the legal grounds for processing your information

1. What kind of personal data do we process?

When you contact Appletree Careline we will collect certain personal information from you. Some examples of these are:

- Name
- Address
- Telephone number
- Email address
- Gender
- Date of birth
- Medical history
- Financial details for payments (Direct debit information)
- Personal circumstances such as customer lives alone, carers visit twice per day, uses a walking stick etc. This list is not exhaustive
- Contact details of emergency contacts
- Assessment of conditions leading to installation
- Safeguarding or any health and safety issues identified during visits

This information helps us to determine what type of assistance you may require and where to send it. We also collect information about your contacts so that, with your consent, we can inform them about your interactions with us.

The type and amount of information we collect will depend on the reason for you contacting Appletree Careline.

Calls to the Monitoring Centre are also recorded for training purposes and to ensure a good quality of service is provided. Recordings will be kept and stored for the duration identified in our retention policy.

2. How we use your data

We use information about our customers to allow us to deliver the Appletree Careline service. We use your data in line with General Data Protection Regulation (GDPR). This is a new, European-wide law that replaces the Data Protection Act 1998 in the UK. It places greater obligations on how organisations handle personal data and comes into effect on 25 May 2018.

Some examples of how we use your data are provided below. Please note, this is not an exhaustive list:

- To enable us to provide an emergency lifeline service
- Providing necessary information to emergency services and other agencies when emergency assistance is required or when there is a concern for the health, safety, or well-being of a customer.
- To provide additional support/assistance to you to ensure that we meet your specific needs
- We record all calls into the service via our PNC Monitoring Centre system and all calls received to dedicated Appletree Careline telephones. These calls may be used for training and monitoring purposes, or to review call handling for a number of reasons.

3. How we store your data

Data security is very important to us. We will ensure that:

- Your data is kept safe and secure at all times.
- We handle your information responsibly and only collect and process data where it is necessary for us to do so.
- We securely delete/destroy data when it is no longer required.
- We are open with you about how we use your data and who we may share it with.

The information we collect is recorded and then stored electronically on our secure PNC Monitoring Centre system. Physical copies of any information provided are kept safely in our secure control room.

We retain your information whilst you are an Appletree Careline customer. When you cancel your service with us:

- The data we hold electronically will be removed from our system 6 years after the cancellation process has been completed.
- Physical copies of data will be archived and held for 6 years, after which it will be destroyed securely.
- All calls received to the Monitoring Centre are recorded and held within a secure database. These calls will be held for 6 years, after which they will be removed securely.
- Information held by us in relation to customers enquiries will be held for 1 year

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

4. Why we process your data

We need your information to enable us to provide a service to you.

The information we collect and the information provided to us is used to assist us when receiving emergency calls from a customer. The data we hold is shared with the emergency services and emergency contacts to ensure assistance is provided to our customers.

5. When and why we share your information

By signing up to the Appletree Careline service, you are entering into a contract and we require the personal data requested to fulfil this contract and provide the service to you.

Your information will be accessible by Appletree Careline staff, your appointed emergency contacts, and emergency services where appropriate. It may also be accessed by partners who maintain the software associated with the service, and provide technical support under agreed restrictions. We also share your information with an alternative response provider who assists if ever our systems are down. This sharing of information is covered in a data sharing agreement.

Information required for charging purposes will be shared with our Income team

If you wish to withdraw this consent, you can do so by contacting us at the address above or on: appletree.careline@nfdc.gov.uk

You may not be able to object to your information being used, held, or shared if we are to provide a service to you and under certain circumstances. For example, where we have a duty to safeguard a vulnerable adult or a child, or the prevention and detection of crime, or where we are required to fulfil our statutory obligations.

6. What are the legal grounds for processing your information?

- a. You have given consent
- b. You have entered into a contract with us
- c. Where there is a legitimate interest to process data
- d. With your explicit consent. For example when dealing with sensitive issues, such as health related issues or if you are a vulnerable resident

We work hard to ensure that we only obtain information that we need to process your enquiry and deliver the services that you are entitled to in the best way possible. However, if you have any concerns relating to this or your Privacy in general, please speak to (or contact) one of our Appletree Careline team (appletree.careline@nfdc.gov.uk) or email our Data Protection Officer on data.protection@nfdc.gov.uk.

More Information

For further information, plus information on access, portability, withdrawal of consent, corrections etc. please see New Forest District Councils 'Information Rights Policy' which is available on the NFDC website at: <http://www.newforest.gov.uk/article/18215/GDPR> withdrawing consent reference.

For more information on Data Protection in general, or if you wish to make a complaint relating to how your personal data has been used, please contact the Information Commissioner Office:

Website: <https://ico.org.uk/>
Phone helpline: 0303 123 1113
Email: casework@ico.org.uk