

PRIVACY POLICY

Birchams Grange ("us", "we", "our", "company") is committed to respecting your privacy and to complying with applicable data protection and privacy laws. Birchams Grange is a UK based Company and do not operate outside of the EU.

Privacy Notice for Patients & Residents

1. Collection and use of personal data

You may be asked to provide your personal information anytime you are in contact with Birchams Grange. Birchams Grange and its affiliates may share this personal information with each other but will always use it in accordance with this Privacy Notice. We may also combine it with other information to provide and improve our services. You are not required to provide the personal information that we may request, but, if you choose not to do so, in many cases we will not be able to provide you with our services or respond to any queries you may have.

Here are some examples of the types of personal information Birchams Grange may collect and how we may use it:

- Name
- Date of birth
- Address
- Telephone number
- Email address
- Online identifier
- Physical and mental health information
- Financial information
- NHS number
- National Insurance number
- Passport details, residency status and nationality
- Marital status
- Racial or ethnic origin
- Religion

2. What personal data we collect

When you contact us, we may collect a variety of information, including your name, postal address, telephone number, email address, contact preferences.

If our services are commissioned for you by third parties (your GP, local authorities, clinical commissioning groups, private medical insurers etc.) they will provide us with a variety of information, including your name, postal address, telephone number, email address and, medical/educational history.

During the course of your time with us we will keep information about you in your personal records like your name, address and date of birth together with details of any care and/or treatment that you are having.

3. How we store your personal information

The personal information we collect is stored in a variety of paper and electronic forms. Regardless, we have appropriate and adequate technical and administrative processes in place to make sure that all your information is kept secure.

4. Protection of your personal information

Birchams Grange takes the security of your personal information very seriously. To make sure your personal information is protected, we have a series of technical and administrative measures in place. Access is limited only to those of our employees who need to access it to provide services to you.

All members of staff are required to undertake annual data protection and confidentiality training and our privacy and security guidelines are communicated to all Birchams Grange employees. These privacy safeguards are monitored and strictly enforced. We send any information that we need to share with any third parties either as a legal requirement or through an anonymised process securely.

5. How we use your personal information

The personal information we collect and store about you allows us to provide services to you. We also use it to help us develop, operate, deliver, and improve the quality of the care we provide or, more generally, the type of services that we offer. From time to time, we may use your personal information to send important notices to you or to those acting on your behalf, such as updates to your care and/or treatment plans or changes to our terms, conditions and policies. Because this information is important to your interaction with Birchams Grange, you may not opt out of receiving these communications.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve our services and our communication with you.

We may use your personal information to test our computer systems such as the software we use to store your health, social, care and education records to improve our services. If you do not wish for your information to be used for these purposes, you can let us know.

If you don't want to be contacted by us after you are no longer using our services, you can opt out anytime by letting us know.

We will not sell, share or give information to third parties for marketing purposes.

Disclosure to third parties

We will only share your personal information with third parties in the following circumstances:

- Where you have given your consent to the information being shared;
- Where there are issues or concerns like the health and safety of yourself or others; or
- Where there is a legal requirement or responsibility to share the information.

Personal information of service users may also need to be shared with third parties to make arrangements for the funding and/or payment of services received.

Additionally, in the event of a reorganisation, merger, or sale of Birchams Grange or any part of it, we may transfer any and all personal information we collect to the relevant third party.

Accuracy and retention of personal information

Birchams Grange makes it easy for you to keep your personal information accurate, complete, and up to date. If any of your information changes please let us know so that we can update our records.

We are legally required to hold certain information about you for a set period of time. All personal information will be deleted or securely destroyed at the appropriate time and we will not keep your personal information for longer than is required or permitted by law.

Access to personal information

You are entitled to see what personal information we hold about you at any time. This Privacy Notice outlines the information we hold about you and why. If you wish to access your personal information, please contact us at the address set out below.

We are not required to process any request for access which is frivolous or vexatious, jeopardise or otherwise affects the privacy of others, are impractical, or for which access is not otherwise required by law. We will let you know in writing if any of these circumstances apply to your request.

Additional rights

You may also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purposes of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed

If you believe you have any of these additional rights or you wish to exercise them, please let us know.

If you believe you have any of these additional rights or you wish to exercise them, please let us know. You can exercise the above rights and/or manage your information by contacting us using the details below:

If you have any specific data protection concerns or a complaint, you can address it to our Data Protection Officer:

Data Protection Officer: Eric Hardy

Office Address: Birchams Grange, Eastnor, Ledbury, Herefordshire, HR8 1RW, UK

Email: enquiry@birchams-grange-eastnor.co.uk

Telephone: 01531 632 925

General information can be directed to our customer service team:

Telephone: 01531 632 925

Email: enquiry@birchams-grange-eastnor.co.uk

Website: www.birchams-grange-eastnor.co.uk

If you are unhappy, you have the right to lodge a complaint with a data protection regulator. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below:

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

Phone: 0303 123 1113

Email: casework@ico.org.uk