

# **Privacy Policy**

**Sure Care Direct Limited**

**Effective Date: 06/02/2025**

## **1. Introduction**

Sure Care Direct Limited (“we,” “us,” or “our”) is committed to protecting the privacy and security of your personal data. This Privacy Policy outlines how we collect, use, store, and protect your information in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## **2. Information We Collect**

We may collect and process the following types of personal data:

- **Personal Identification Information:** Name, date of birth, address, phone number, email, and emergency contact details.
- **Health & Care Information:** Medical history, care plans, GP details, and other relevant health-related data.
- **Employment & Recruitment Data:** CVs, employment history, references, DBS checks, right-to-work documents, and training records.
- **Financial Information:** Bank details for payroll and invoicing purposes.
- **Technical Information:** IP address, cookies, and website usage data when you visit our website.

## **3. How We Use Your Information**

We process personal data to:

- Provide high-quality care services.
- Manage recruitment and employment processes.
- Ensure compliance with legal and regulatory obligations (e.g., CQC, HMRC).
- Improve our services and customer experience.
- Respond to inquiries and complaints.
- Process payroll, invoices, and financial transactions.

## **4. Legal Basis for Processing**

We only process your personal data where we have a lawful basis to do so, including:

- **Consent:** When you provide explicit permission (e.g., for marketing).
- **Contractual Obligation:** When processing is necessary for service delivery or employment.

- Legal Compliance: When required by law or regulatory bodies.
- Legitimate Interests: When processing is necessary for business operations without overriding your rights.

## **5. Sharing Your Information**

We may share your data with:

- Regulatory authorities (e.g., CQC, HMRC, DBS).
- Healthcare professionals and third-party service providers involved in care delivery.
- Payroll and accounting service providers.
- IT and security service providers to maintain our systems.
- Law enforcement or government agencies where required by law.

**We do not sell or rent your personal data to third parties.**

## **6. Data Security & Retention**

We implement appropriate technical and organizational measures to protect personal data against unauthorized access, loss, or misuse. Your data is retained only for as long as necessary to fulfil the purposes outlined in this policy, subject to legal and regulatory retention requirements.

## **7. Your Rights**

Under the UK GDPR, you have the right to:

- Access your personal data.
- Request correction of inaccurate or incomplete data.
- Request erasure of your data (subject to legal requirements).
- Object to processing or request restriction of processing.
- Withdraw consent where processing is based on consent.
- Request data portability where applicable.

**To exercise your rights, please contact us at [info@surecaredirect.co.uk](mailto:info@surecaredirect.co.uk).**

## **8. Cookies & Website Usage**

Our website uses cookies to improve user experience. You can manage cookie preferences through your browser settings.

## **9. Contact Information**

For any privacy-related inquiries, please contact:

Sure Care Direct Limited

Address: 44 Harrington Road, Bristol BS14 8LD

Phone: 07759391868

Email: [info@surecaredirect.co.uk](mailto:info@surecaredirect.co.uk)

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection authority, if you believe your data rights have been violated. Visit <https://www.ico.org.uk> for more information.

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the updated effective date.

### **\*\*Acknowledgment\*\***

By using our website and services, you acknowledge that you have read and understood this Privacy Policy.

Thank you for trusting Sure Care Direct with your personal data. We provide you with the highest level of care and privacy protection.