









PRIVACY NOTICE

 <p>NEW DIRECTION SUPPORT</p>	<p>We are New Direction Support (a Premier Care (Plymouth) Ltd company)</p>
	<p>To be able to provide you with care and support services, we will need to collect and use some personal data (which includes health information)</p>
	<p>Personal data is any information which identifies you as a person</p>
	<p>We understand that your privacy is important to you</p>
<p>PRIVACY DIGNITY RESPECT</p>	<p>We respect and value your privacy and will only use your personal data in the ways shown in this privacy notice</p>
	<p>GDPR (General Data Protection Regulation) sets out your rights and our obligations to you with how we manage your personal data</p>
<p>We will make sure that your personal information is:</p>	
	<p>Used lawfully, fairly and in a transparent way</p>
	<p>Collected only for valid purposes that are clearly explained to you</p>
	<p>Used only for the purpose that we have told you about</p>



PRIVACY NOTICE

	Accurate and kept up to date
	Only kept for as long as necessary
	Kept securely
	If you would like more information about this privacy notice, please contact us on 01752 547252 or mail@newdirectionsupport.com
	The data we collect will be stored in your own individual files (manual & electronic)
	Access to these is restricted to those who need access to provide the care and support you need
If required for your care and support, the information we collect about you may include you:	
	<ul style="list-style-type: none">• Name• Home Address• Date of Birth• Contact Details (telephone number / email)• Emergency contact information i.e. address and phone number and your relationship with the person or people

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If required for your care and support, the information we collect about you may include your:



- Your likes, dislikes and lifestyle preferences
- Religious beliefs or other beliefs
- Racial / ethnic origin
- Politics
- Genetics
- Health
- Vaccination Status
- Covid-19 Test Results
- Sex life
- Marital status
- Sexuality

If required for your care and support, the information we collect about you may include your:



- Credit or direct debit details
- Other payment information

(If you pay for some or all of our services using these details)

If required for your care and support, the information we collect about you may include your:



- Feedback and contributions to questionnaires and surveys about the service we offer

If required for your care and support, the information we collect about you may include:



- Audio recordings of phone calls to and from our office team

If required for your care and support, the information we collect about you may include:








- Your complaints, compliments or concerns about the service we provide

If required for your care and support, the information we collect about you may include:

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	<ul style="list-style-type: none"> Any accidents, incidents or near misses you may have been involved in while being supported by New Direction Support <p><i>This may include details of injuries and any treatment you've received</i></p>
	<p>Sometimes your personal data is collected from the following organisations:</p> <ul style="list-style-type: none"> NHS, Livewell, CQC Other care & support providers Local authorities GP Surgeries Emergency services Suppliers
<p>Data from these organisations might include your:</p>	
	<ul style="list-style-type: none"> Allergies Medical conditions Physical / mental conditions Test results Care & support needs
<p>Data from these organisations might include your:</p>	
	<ul style="list-style-type: none"> Name Home Address Contact Details Needs Assessments Financial Assessments
<p>Data from these organisations might include your:</p>	

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	<ul style="list-style-type: none"> • Likes and dislikes • Lifestyle preferences • Religious beliefs or other beliefs • Racial / ethnic origin • Politics • Genetics • Health • Sex life • Marital status • Sexuality • Legal representative i.e. lasting power of attorney
<p>We will use your personal information to:</p>	
	<ul style="list-style-type: none"> • Create support plans, risk assessments and outcome plans which describe the nature and level of support you need
<p>We will use your personal information to:</p>	
	<ul style="list-style-type: none"> • Communicate with you, your representatives and other professionals about your individual needs • Personalise the service you receive
<p>We will use your personal information to:</p>	
	<ul style="list-style-type: none"> • Make reasonable adjustments based on your needs • Ensure your safety
<p>We will use your personal information to (where applicable):</p>	
	<ul style="list-style-type: none"> • Invoice you for our care and support services in accordance with our terms and conditions

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We will use your personal information to:	
	<ul style="list-style-type: none"> • Carry out quality assurance procedures and reviews • Improve the support you receive • Monitor our service and make sure we are meeting your needs
We will use your personal information to:	
	<ul style="list-style-type: none"> • Let you know when there are changes to the service which affect you
We may share your health / medical information with:	
	<ul style="list-style-type: none"> • Appropriate health care professionals i.e. GP, Pharmacy and anyone you have nominated as a representative (when required)
We may share your personal information with:	
	<ul style="list-style-type: none"> • Law enforcement or other authorities if requested or required • Care Quality Commission & Local Authority to ensure compliance with regulation / legislation • External social or health care professionals to ensure your safety i.e. safeguarding team
We will not share, sell or trade your information with:	
	<ul style="list-style-type: none"> • Any other third party without your consent
In order to deliver our service we:	
	<ul style="list-style-type: none"> • Rely on a third party (IT Consultant) to maintain our information technology, which includes access to the encrypted server where your information is stored

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How long will information be kept for?



Personal information (electronic) – **10 years**

We might anonymise your information so that it can no longer be associated with you in which case we can use it without further notice to you

Personal information (hard copy) – **3 years** (from the last date of entry)

Quality Assurance feedback – **1 year** (so we can identify trends and patterns with our service)

Financial Records – **6 years** (from end of contract)

Medical records – **3 years** (from end of contract)

Sensitive Information - **3 years** (from end of contract)

Reasons we can collect and use your personal information



Article 6(1)(a) – processing is conducted with your **consent** to process personal data for specified purposes

Article 6(1)(b) – processing is necessary for the performance of our **contracts** to provide individuals with care and support services

Article 6(1)(c) – processing is necessary for us to demonstrate compliance with our **regulatory framework** and the law

Article 6(1)(f) – to process your personal data in pursuit of **legitimate interests**, which include;

Corporate due diligence and financial modelling, service development and innovation – the privacy impact on you is

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	<p>expected to be minimal. We will process your data internally to ensure our business is stable, trusted and innovating to provide the best possible service to you</p>
	<p>GDPR recognises that additional care is required when processing special category (sensitive) data such as your health. We process this under the following grounds within GDPR;</p> <ul style="list-style-type: none"> • Article 9(2)(h) – processing is necessary for the provision of social care or the management of social care systems and services
<p>Your rights under GDPR</p>	
	<p>Fair processing of information and transparency over how we use your personal information</p> <p>Access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address</p> <p>Require us to correct any mistakes in your information which we hold</p> <p>Require the erasure (i.e. deletion) of personal information concerning you, in certain situations. Please note that if you ask us to delete any of your personal information which we believe is necessary for us to comply with our contractual or legal obligations, we may no longer be able to provide care and support services to you</p> <p>Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the</p>



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Your Data

Your Rights

right to transmit those data to a third party in certain situations

Object at any time to processing of personal information concerning you for direct marketing

Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you

Object in certain other situations to our continued processing of your personal information

Otherwise restrict our processing of your personal information in certain circumstances

Claim compensation for damages caused by our breach of any data protection laws

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).



PRIVACY NOTICE

Contact Details	
	Data Controller E-mail (Tracey Underwood) tunderwood@newdirectionsupport.com
	Data Processor E-mail (Martin Malloch) mmalloch@newdirectionsupport.com
	Contact Phone Number: 01752 547252
	Postal Address: Old Court, Tavistock Road, Plymouth, PL6 7BD
If you wish to exercise any of your rights please contact us by any of the ways shown above and please make sure to:	
	Contact us using any of the ways shown above
	Make sure you give us enough information for us to know who you are i.e. name and address
	Let us have proof of your identity and address (a copy of your driving licence, passport or a recent utility bill)
	Let us know the information about your request (including account number or reference number if relevant)



PRIVACY NOTICE

By signing this privacy notice, you agree that you understand:

- New Direction Support’s responsibility with your personal information
- The reason why we collect your personal information and what this is used for
- The type of personal information we hold
- Who we might share your personal information with
- Who we won’t share your personal information with
- Who else has access to personal information
- How long information is kept for
- Your rights under GDPR
- How to contact us

Your Name (Printed).....

Your Signature.....

Date.....

Note: A witness can be a relative, advocate but cannot be an employee of New Direction Support

Name of Witness (if applicable).....

Signature of Witness (if applicable).....

Date.....

Data Controller / Processor Name.....

Data Controller / Processor Signature.....

Date.....