

## **Eldercare Group – Privacy & Data Protection**

### **DATA PROTECTION & PRIVACY POLICY**

Our data protection policy sets out our commitment to protecting personal data and how we implement that commitment with regards to the collection and use of personal data.

We are committed to:

- ensuring that we comply with the eight data protection principles, as listed below
- meeting our legal obligations as laid down by the [Data Protection Act 1998](#)
- ensuring that data is collected and used fairly and lawfully
- processing personal data only in order to meet our operational needs or fulfill legal requirements
- taking steps to ensure that personal data is up to date and accurate
- establishing appropriate retention periods for personal data
- ensuring that data subjects' rights can be appropriately exercised
- providing adequate security measures to protect personal data
- ensuring that a nominated member of staff is responsible for data protection compliance and provides a point of contact for all data protection issues
- ensuring that all staff are made aware of good practice in data protection
- providing adequate training for all staff responsible for personal data
- ensuring that everyone handling personal data knows where to find further guidance
- ensuring that queries about data protection, internal and external to the organisation, is dealt with effectively and promptly
- regularly reviewing data protection procedures and guidelines within the organisation

#### **Data protection principles**

1. Personal data shall be processed fairly and lawfully
2. Personal data shall be obtained for one or more specified and lawful purposes, and shall not be further processed in any manner incompatible with that purpose or those purposes
3. Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed
4. Personal data shall be accurate and, where necessary, kept up to date
5. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes
6. Personal data shall be processed in accordance with the rights of data subjects under the [Data Protection Act 1998](#)
7. Appropriate technical and organisational measures shall be taken against unauthorised and unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data
8. Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data
9. COOKIE USAGE

#### **10. ABOUT COOKIES**

Cookies are small text files, typically made up of words and numbers that are placed on the device you are using by websites that you visit. Cookies do a variety of useful jobs and are widely used in order to make websites work, or work more efficiently and provide information to the owners of the site.

This website sets a range of cookies including analytical cookies that enable Google Analytical software to work. We use Google Analytics to collect information that helps us to accurately calculate the number of visitors to our website and see how these visitors move around the site when they are using it.

These cookies may collect the IP address of your device but do not collect or store personal information that can identify you as a visitor. This information can only be seen by the relevant teams at Eldercare Group and the website developers Ether Creative this never shows any confidential information.

The data collected by these cookies is anonymous and is used to improve how our website works and the services we offer to our customers.

## COOKIES WE USE

### *Analytics*

At Eldercare Group, we use the following four Google Analytical performance cookies:

-*utma* This enables us to ascertain the number of unique visitors to our site and is updated with each page view. The cookie remains in existence for a period of 2 years either from initial creation or a subsequent update.

-*utmb* This cookie is used to establish and continue a user session on our site. Each time a user visits a different page this cookie updates for a further 30 minute period. The cookie then remains in existence for a further 30 minutes, either from initial creation or a subsequent update.

-*utmc* This cookie operates in conjunction with the -*utmb* cookie to determine whether or not to establish a new session for the user. The cookie remains in existence until you have closed your browser.

-*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. It is used to calculate search engine traffic, ad campaigns and page navigation within your own site. The cookie is updated with each page view and expires 6 months from initial creation or a subsequent update.

[Click here](#) for more information about the cookies used by Google Analytics.

### *Paying for Care Widget*

Eldercare Group uses a third party provider to access this data..... (I NEED TO CHECK THE LEGALITY OF THIS)

## MANAGING COOKIES

Most web browsers will allow some management of cookies via your browser settings.

For further information about managing cookies, please visit [www.aboutcookies.org](http://www.aboutcookies.org).

For further information about cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

## 11. **Can I turn off cookies?**

12. To withdraw your consent, or if you want to be notified each time a cookie is about to be used, you should amend the settings provided in your web browser to prevent us from storing cookies on your computer's hard drive. For information on how to disable cookies, please consult the "Help" tab of your browser via the menu bar.
13. It must be noted that if you choose not to consent to the use of cookies, your experience of our site will be severely impaired and many integral aspects of the site, including (but not limited to) using the paying for care function.