

Privacy Notice Clients/Service Users

At Age UK Mid Mersey, we are committed to protecting and respecting your privacy. This notice explains when and why we collect personal information about people who use our services, how we use it, the conditions under which we may disclose it to others, and how we keep it secure.

What Information we keep and why

We process personal data relating to our clients. This is to allow us to offer you services, products and help and guidance, keep you up to date with our work and plans, and to seek your views on the services and support we deliver.

We need to keep and use information about you to help you with any advice or issues you have asked us about and to offer you services or information which will include:

- your contact details and date of birth;
- the contact details for your emergency contacts;
- your gender;
- your marital status and family details;
- your images (whether captured on CCTV, by photograph or video);
- any other category of personal data which we may notify you of from time to time.

We might also process special categories of your personal data relating to:

- your race, ethnic origin, religion, sexual orientation or gender to monitor equal opportunities and ensure our services are inclusive;
- your health and medical conditions to assess your suitability for the service and to look after your health and safety.

We do not take automated decisions about you using your personal data or use profiling in relation to you.

We do not send your personal data outside the European Economic Area. If this changes you will be notified of this and the protections which are in place to protect the security of your data will be explained

For what other purpose will your data be used?

We will process your personal data (including special categories of personal data) in accordance with our obligations under the Data Protection Act 2018.

In addition to the purposes detailed above we may use your information:

- To provide non-identifiable statistical information to funders to demonstrate how we have spent the money they have provided;
- To provide non-identifiable statistical information to Age UK, the national charity, so they can help us monitor and ultimately improve the services we provide
- To provide non-identifiable statistical information to Local Authorities and NHS organisations to inform service development and funding priorities

When we do this, it is under the lawful basis of legitimate interest (ours or third parties listed above). However, we can only do this if your interests and rights do not override ours or theirs. You have the right to request that we stop this processing.

Who has access to your information?

Only selected Age UK Mid Mersey employees involved in the provision or management of our services will have access to your personal data.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

Third Party Agencies/Service Providers:

We might want to share your details with other local groups or organisations that offer services and advice to older people in our area. This will be limited to organisations offering advice or services that you have requested that we cannot offer, or that fit directly with the issues you have raised with us. Such organisations might contact you directly. We will only do this if you have agreed, and you can say no to this request

We will not release your information to third parties beyond Age UK Mid Mersey unless you have given us consent to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

How long do we keep your data?

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for 7 years if we have provided you with a service. At the end of this period, or if you request it earlier, we will delete your information from our systems

Your Rights

You may exercise the following rights in relation to your data:

- access and obtain a copy of your data on request- called a Subject Access Request
- require us to change incorrect or incomplete data;
- require us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- object to the processing of your data where we are relying on our legitimate interests as the legal ground for processing.

If you would like to exercise any of these rights, please contact enquiries@aukmm.org.uk.

Any questions regarding this Notice and our privacy practices should be sent by email to enquiries@aukmm.org.uk or by writing to Rachel Mckernan, Chief Executive, The Bungalow, Mansion House, Victoria Park, City Road, St Helens, WA10 2UE. Alternatively, you can telephone 0300 003 1992

If you believe that the organisation has not complied with your data protection rights, you can complain to the Information Commissioner, using any of the below contact methods:

Telephone: 0303 123 11113 **Website:** <https://ico.org.uk/make-a-complaint/>

Review of this Notice

This Privacy Notice is reviewed regularly as part of our Data Protection Policies.
Date of last review January 2025