

## **Privacy Notice**

### **Who we are**

We are Age UK Staffordshire, whose head office is at The Roller Mill, Teddesley Road, Penkridge, Stafford, ST19 5BD. We have offices and activities across Staffordshire, but all are part of our organisation.

### **What information we keep and why**

We process personal data relating to clients, customers, supporters, staff, volunteers and trustees of our organisation. This is to allow us to offer services, products and help and guidance to our clients, and to be able to keep people up-to-date with our work and our plans.

We need to keep some basic information about you to be able to help you with any advice or issues you have asked us about, and to be able to offer you services or information. This will include some contact details, and a record of what you have chosen to talk to us about. This will allow us to find out the correct information, and to contact you in order to fulfil your request.

### **How we will contact you**

If you have agreed to receive marketing and promotional information from us, we will send that out to you using the contact methods agreed with you. We will not use the information you gave us to find out more about you.

When sending information by post, we may target information or campaigns to people in specific areas of Staffordshire, based on your postcode. This is to ensure that you receive only relevant information about our work and our plans.

### **If you wish to change how we contact you**

All our materials, whether sent out by post, email or other method, will tell you how you can stop receiving information from us.

You can stop receiving information from us at any time. To do this, you can write to us at The Roller Mill, Teddesley Road, Penkridge, Stafford, ST19 5BD, ring one of our Careline team on 01785 788 477, email [info@ageukstaffordshire.org.uk](mailto:info@ageukstaffordshire.org.uk) or contact us via our website at <https://www.ageuk.org.uk/staffordshire/contact-us/>

We aim to fulfil all requests to stop sending information within 5 working days of receiving it.

### **Who will see your personal data**

We will only share your information with people you have agreed to let see it. This might include people whose help we need to progress your case, such as the DWP or the local authority. We will always ask you before sharing your details. You can say no to this request.

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 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 never give your data away or sell it to anyone.

### **What data will be kept**

We are required to keep some personal data, even after we've finished dealing with your case or after you have stopped being a supporter of our work. This may include contact details, records of who we spoke to on your behalf, any correspondence, and an outline of any steps we took or advice we gave. We will keep data for a total of six years. This is to ensure that we have a record of what we did in the event of a complaint or legal claim.

At the end of six years, all non-financial data will be removed from the database and redacted so that all details of your case are removed and paper records will be securely destroyed. Organisational financial data will be securely destroyed after seven years.

We keep an overall summary of the number of people who contact us, and the types of issues people contact us about. It is not possible to identify individual cases or people from this data.

The collection of this information will benefit clients by:

- Allowing us to identify important issues that are affecting older people in our area
- Helping us to design services and projects to address need
- Focusing our campaigning and public engagement
- Ensuring we train our staff and volunteers in the areas that matter
- Tailoring our resources to the issues that matter most to our clients

### **How does the organisation protect data**

The organisation takes the security of your data seriously, having robust policies and controls in place. All data will be stored either on an encrypted or secure database, or paper records which are securely stored. Both paper and database information have limited access for staff. Information will not be accessed except in response to a query about our actions in the case. No decisions will be made about you based on this data and you will not suffer any detriment or harm by having it stored on our secure systems.

### **Seeing the information we hold about you**

You can ask to see a copy of all the information we hold about you. To do this, you can write to us at The Roller Mill, Teddesley Road, Penkridge, Stafford, ST19 5BD, ring one of our Careline team on 01785 788 477 or email [info@ageukstaffordshire.org.uk](mailto:info@ageukstaffordshire.org.uk)

### **If you want to complain about how we collect, store or use your data**

You can contact us if you have any complaints about how we have collected, used or stored your personal data. You can write to us at The Roller Mill, Teddesley Road, Penkridge, Stafford, ST19 5BD, ring one of our Careline team on 01785 788 477, email [info@ageukstaffordshire.org.uk](mailto:info@ageukstaffordshire.org.uk), or contact us via our website at <https://www.ageuk.org.uk/staffordshire/contact-us/>

They will put you in touch with a member of the senior management team, who will oversee your complaint.