



Website Privacy Notice

Document Review

Document Control		
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Version Control

Version No:	Purpose / Change	Author(s)	Date
1 (New template)	Moved 'who we are section' to after introduction	HW	August 2024
2	Additional detail added into 'How we use cookies' section	HW	October 2025
3	Updated to align with Data Protection Policy V6 and Website Cookie Requirements. Added lawful basis, data controller information, information security, AI processing, enhanced data subject rights, retention, privacy governance and related policy references.	HW	October 2026

Contents

1.	Introduction.....	3
2.	Lawful Basis For Processing	3
3.	Who We Are	3
4.	Information We May Hold About You And The Reasons Why.....	4
5.	Who Do We Share Your Personal Information With?	4
6.	How Long Will We Keep The Information We Hold About You?	5
7.	Information Security, AI And Automated Processing	5
8.	Confidentiality	5
9.	International Transfers	5
10.	Your Rights.....	5
11.	Website Usage And How We Use Cookies	6
1.	Access To Your Information And How To Contact Us.....	7
2.	Related Policies.....	7

1. INTRODUCTION

The information below explains how we, Coverage Care Services Ltd (CCSL) collect, use, store and protect personal information obtained through our website and related communications

. We are committed to maintaining personal data lawfully, fairly and transparently and to protecting the privacy and rights of individuals in accordance with UK GDPR and the Data Protection Act 2018. This notice explains what information we may collect, how we use it and the rights available to you.

This notice cannot cover every situation involving our use of personal data, so please refer to notices on our other forms or documents for further information.

If you have any questions or concerns on any aspect of personal data which we may hold, our contact details are given below to help you to get in touch with us.

2. LAWFUL BASIS FOR PROCESSING

We process personal information only where we have a lawful basis to do so under UK GDPR and the Data Protection Act 2018. Depending on the circumstances this may include:

- Responding to enquiries about our services.
- Supporting recruitment and employment processes.
- Managing contracts with suppliers and service providers.
- Complying with legal and regulatory requirements.
- Protecting legitimate interests in operating and improving our services.
- Obtaining consent where required, including for certain website cookies and marketing communications.

3. WHO WE ARE

Coverage Care is a “Not for Profit” Society registered under the Cooperative and Community Benefit Societies Act 2014. It was originally incorporated as an Industrial and Provident Society for community benefit. Whilst not a registered charity, Coverage Care has charitable status, and it is the largest single provider of older people’s residential and nursing care services in Shropshire.

For the purposes of UK GDPR and the Data Protection Act 2018, Coverage Care Services Ltd is generally the Data Controller for personal information collected through this website.

4. INFORMATION WE MAY HOLD ABOUT YOU AND THE REASONS WHY

We collect personal information through our website, forms, information and other communications e.g. telephone and e-mail. We hold this information for reasons which help us to provide our care and support services. This may relate to our residents, staff, suppliers and others involved in our services.

We may collect personal information through website enquiry forms, email communications, recruitment applications, service enquiries, supplier communications and website usage activity.

Depending on the circumstances, this may include:

- Name and contact details
- Information relating to care enquiries
- Recruitment and employment information
- Supplier and contractor contact details
- Technical information relating to website usage
- Information voluntarily provided through forms or correspondence

A few examples of areas where your personal information may be held are as follows:

- **People making enquiries about care services**
Information given to us by those expressing an interest in our services which may be held to support care services and assessments and the provision of care and support services. Information is retained through our forms, systems and other records.
- **Job applicants and Employees**
Information we receive within expressions of interest for our job applications and also on-going staffing and employment reasons. If you come to work for us, we will retain this information to help us to support all aspects of your employment with us.
- **Suppliers, contractors and other business contacts**
Information we hold for some of our suppliers or other third parties who help us to provide our care and support services.
- **Visitors to our website**
We may collect technical information relating to how visitors use our website. This may include information such as IP addresses, browser type, device information, pages visited and website usage patterns. This information helps us monitor and improve the performance, security and effectiveness of our website and services.

5. WHO DO WE SHARE YOUR PERSONAL INFORMATION WITH?

Depending on the circumstances, we may share personal information with:

- Health and social care professionals.
- Local authorities and NHS organisations.
- Regulatory and inspection bodies.
- Recruitment and employment service providers.
- Professional advisers.
- IT service providers, website hosting providers and technology partners.
- Contractors and suppliers supporting our services.
- Law enforcement agencies, regulators or other organisations where required by law.

We only share personal information where there is an appropriate lawful basis and where suitable safeguards are in place.

6. HOW LONG WILL WE KEEP THE INFORMATION WE HOLD ABOUT YOU?

We keep personal information only for as long as necessary to fulfil the purpose for which it was collected, including:

- Providing services and responding to enquiries.
- Recruitment and employment activities.
- Compliance with legal, regulatory and contractual obligations.
- Defending or pursuing legal claims.
- Maintaining operational and business records.

Retention periods are defined within our Records Management and Retention Policy.

7. INFORMATION SECURITY, AI AND AUTOMATED PROCESSING

- We use appropriate organisational and technical measures to protect personal information from unauthorised access, loss, misuse, alteration or disclosure.
- Any new technology or significant change to the way personal information is processed is subject to appropriate governance and privacy risk assessment before implementation.
- We may use approved digital technologies, including artificial intelligence tools, to support administrative and business processes. We do not use automated decision-making that produces legal or similarly significant effects on individuals visiting our website. Any use of AI is subject to appropriate governance, security controls and data protection requirements.

8. CONFIDENTIALITY

Except as set out in this privacy notice, or where disclosure is required by law, we will keep your personal information confidential and only allow access to authorised individuals who require the information for legitimate business purposes.

9. INTERNATIONAL TRANSFERS

Personal information will generally be stored and processed within the United Kingdom. Where information is transferred outside the UK, we will ensure that appropriate safeguards are in place and that the transfer complies with UK GDPR requirements.

10. YOUR RIGHTS

Under UK GDPR you may have the right to:

- Access personal information we hold about you.
- Request correction of inaccurate information.
- Request deletion of information in certain circumstances.
- Restrict processing in certain circumstances.
- Object to certain processing activities.
- Withdraw consent where consent is the basis for processing.
- Request transfer of your information where applicable.
- Lodge a complaint with the Information Commissioner's Office (ICO).

11. WEBSITE USAGE AND HOW WE USE COOKIES

Website Usage Information

We may collect technical information regarding your use of our website, including:

- IP address
- Browser type
- Device information
- Pages visited
- Website usage patterns

This information helps us monitor website performance, improve accessibility and enhance user experience.

We seek to collect and use only the minimum personal information necessary for the relevant purpose.

How we use Cookies

A cookie is a file which asks permission to be placed on your computer's hard drive. If you agree the cookie helps analyse web traffic or lets you know when you visit a particular site.

We use cookies to identify which pages are being used.

This helps us analyse data about web page traffic allowing us to improve our website in terms of customer requirements.

Types of Cookies We Use

We use the following types of cookies:

- **Strictly Necessary Cookies:** These are essential for the website to function properly (e.g. security, session management).
- **Performance Cookies:** These help us understand how visitors use our website, allowing us to improve functionality and user experience. We use tools like Google Analytics for this purpose.
- **Functionality Cookies:** These remember your preferences (e.g. language or region) to provide a more personalised experience.
- **Targeting Cookies:** These may be used to deliver relevant ads or track the effectiveness of marketing campaigns.

Managing Cookies

We block all non-essential cookies by default and only place them where appropriate consent has been provided through our cookie banner.

You may also control cookies through your browser settings. Please note that disabling certain cookies may affect website functionality.

A cookie does not provide us with access to your computer or personal files. Cookies only allow us to analyse website usage and improve our services.

1. ACCESS TO YOUR INFORMATION AND HOW TO CONTACT US

If you have any queries on this privacy notice or aspects of personal information, we may hold about you or if you have any other queries relating to personal information, please contact our Data Protection Officer via the postal or e-mail address below.

dataprotection@coveragecareservices.co.uk

The Data Protection Officer
Allison House
Oxon Business Park
Shrewsbury
Shropshire
SY3 5HJ

If you wish to see copies of your personal information, to treat your personal data securely we may need to check your identity. We will respond as soon as possible and not longer than one month from receipt of your request.

If you remain dissatisfied, you may contact the **Information Commissioner's Office (ICO)** at:

Email: icocasework@ico.org.uk

Telephone: 0303 123 1113

2. RELATED POLICIES

Further information is available on request in our:

- Data Protection Policy
- Records Management and Retention Policy
- Subject Access Request Procedure
- Confidentiality Policy
- Digital Safety, AI and Information Access Policy
- Employee Privacy Notice
- Resident Privacy Notice