



PRIVACY NOTICE (NEXT OF KIN)

General

Hollow Oak Nursing Home Limited (henceforth 'Hollow Oak' or 'we' or 'us') operates a residential nursing home in Haverthwaite, Cumbria. We offer nursing and residential care for elderly residents (henceforth collectively the 'Services').

We retain and process certain pieces of personal data in relation to our residents and our prospective residents, the next of kin of our residents or prospective residents, our visitors and our employees and contractors. The way in which we can use personal data is regulated by data protection legislation, including the General Data Protection Regulation (EU) 2016/679, which is usually known as GDPR.

This notice is a privacy notice produced pursuant to GDPR which is designed to inform the next of kin of the people using or thinking about using our Services (henceforth 'NOK' or 'you') of how we collect, use and disclose personal data.

This privacy notice only relates to the NOK of residents and prospective residents. We have separate privacy notices for residents, visitors and employees and contractors.

We take our data protection obligations very seriously and have produced detailed policies setting out the individual rights of NOK in relation to how we use personal data and how we deal with things like data retention and storage, data security, breach reporting and wider compliance with GDPR.

A number of those policies can be made available on request to NOK. The policies which can be made available include the following:-

- Our Headline Data Protection Policy (this sets out our approach to data protection)
- Our Individual Rights Policy (this tells you about your rights)
- Our Data Security Policy (this explains how we keep your data safe)
- Our Data Sharing Statement (this explains the limits on how your data is shared)

The purpose of this privacy notice is to flag up the existence of these policies and privacy notices and also to give some general advice about our data processing activities.



PRIVACY NOTICE (NEXT OF KIN)

Collecting and using personal data

In order to deliver our Services to residents, we need to be provided with certain pieces of information which GDPR defines as personal data. Very briefly, personal data is any data which might identify a living individual. This includes (but is not limited to) things like contact details for NOK.

We do not use any personal data which we collect from NOK for marketing purposes. Neither do we sell or supply personal data to third parties.

The personal data we gather is kept confidential and is only used for the purposes of allowing us to properly provide the Services to our residents (either directly or with the assistance of our third-party contractors) and to deal with any requests from prospective residents about how we might be able to provide Services to them. As part of providing the Services, we need to contact NOK from time to time and must therefore retain certain personal data to enable us to do that efficiently and appropriately when asked to do so or when required to do so.

We also need to gather and use personal data to ensure compliance with any law or regulation to which we are subject including (but not limited to) compliance with our health and safety obligations. We are regulated by the Care Quality Commission and we have to share information with them at their request so that they can carry out their regulatory obligations.

We also need to use your personal data to identify you.

We will not share your personal data with anyone else except as set out in this privacy notice or in any of our wider raft of GDPR policies.

Use of our website

We operate a website at <https://www.hollowoaknursinghome.co.uk/> (henceforth 'our Website').

If you access our Website to find out about us or the Services we offer, we collect information which the browser sends to us automatically. This information is sometimes known as log data and may include information about the accessing computer's unique IP (Internet Protocol) address, together with details of the version of the browser being used, the pages of any of our website visited, the time and date of those visits and the time spent looking at each page. Retaining this data helps us improve our online presence and thereby improves our Services.



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When NOK visit our Website, they may be asked if they agree to us gathering cookies. Cookies are computer files containing small amounts of data which identify the person accessing our Website anonymously. However, although anonymous, when taken together with other sources of information, it is possible that some information contained in cookies *might* constitute personal data under GDPR.

It will normally be possible to disable cookies or to refuse to accept cookies when visiting our Website. However, if cookies are refused, it may impact on the functionality of our Website and there may not be access to all parts of the Website.

Third Party Service Providers

From time to time, we may employ or engage third parties to help us deliver part of our Services, to deliver activities which are related to our Services or to help us analyse how our Services are being used and accessed. Where our requirements are such that we need to disclose personal data to these third-party service providers so that they can carry out their tasks, we will make sure that we comply with the provisions of GDPR as regards data security.

Further information about data sharing is set out in our Data Sharing Statement.

Security Warning

Although we are committed to protecting personal data and to complying with our extensive suite of data protection policies, we should make it clear that data transmission is never 100% safe and that sometimes, notwithstanding our best endeavours, there may be breaches of data security. In that situation, we are aware of (and will comply promptly and in full) with our obligations to report breaches of data protection to affected individuals and, where necessary, to the relevant authorities.

External Links

When providing our Services, we may provide links to other service providers, either in hard copy form (such as on brochures or leaflets) or on online platforms such as our Website.

If you access any of these third parties through these links, they will be directed to those parties. You should be aware that we have no control over those third parties and that they are not part of Hollow Oak. We cannot guarantee that third parties have appropriate data protection policies in place and by making links available, we are making no representation as to the security of



PRIVACY NOTICE (NEXT OF KIN)

personal data should you choose to use those links.

We would strongly recommend that in every case, you check the data protection regime of any third party before linking to them. Hollow Oak cannot be held responsible for any issues which arise as a result of the use of such links.

Child Protection

We do not target our Services at children and neither do we collect information from children save in specific circumstances related to the provision of certain parts of our Services, which are covered in more detail in the relevant privacy notices and supporting documentation.

In the unlikely event that we need to retain or process data relating to a child, we will ensure that the child's parent or guardian has all the information they require in advance of data processing activity.

Changes to this Privacy Notice

We may update this privacy notice from time to time to reflect changes in law or changes in our data protection regime.

Any changes will usually be effective immediately that an updated version of this privacy notice is issued.

Contact Us

If you have any questions or suggestions about this privacy notice or about any other aspect of our data protection regime, please do not hesitate to contact us at phill@hollowoaknursinghome.co.uk marking your correspondence "Data Protection Query".

We will endeavour to respond to any request as soon as reasonably practicable.