

# Affinity Children's Care

## Data Privacy Notice

### Purpose and statement

The purpose of this notice is to provide you with relevant information on how Affinity Children's Care stores and processes any personal data collected through this website as required by the Data Protection Act 2018, the UK's implementation of the General Data Protection Regulation (GDPR).

Affinity Children's Care takes the security of personal data seriously, in compliance with all laws and regulations and observing the best practices. In case you provide us with any personal data, please read this notice carefully and contact us if you have any questions, suggestions or concerns.

### Definitions

Personal data is any information that relates to an identified or identifiable living individual. Different pieces of information, which collected together can lead to the identification of a particular person, also constitute personal data.

Processing means any operation or set of operations which is performed on Personal data or on sets of personal data, whether or not by automated means. It includes the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of personal data.

### Who are we?

Affinity Children's Care provides Residential Care for children and young persons with complex needs, offering specialized care supported by an experienced team of carers and working, in partnership with local authorities and specialist agencies.

We are registered in England and Wales as a limited company under number 13833016 and our registered office is at 73 Francis Road, Edgbaston, Birmingham, United Kingdom, B16 8SP.

For the purpose of the Data Protection Act 2018 and this notice, we are the 'data controller'. This means that we are responsible for deciding how we hold and use personal data. We are required by the law to notify you of the information contained in this privacy notice.

We have appointed a person with the responsibility for data protection compliance within our company, acting as our Data Protection Point of Contact for assisting with enquiries in relation to this privacy notice or our treatment of your personal data.

Should you wish to contact our Data Protection Point of Contact you can do so using the contact details provided in the below section 'Contact Us'.

## **What information do we collect?**

The information we collect via this website may include:

- Personal details sent through the website forms;
- Professional details, CV's, proof of qualifications and other professional information to be used in the recruitment process;
- Your IP address, recorded by our web server for usage monitoring and to recognise you. This data may also be recorded on your device through the use of cookies.

## **How we use your personal information?**

We may use your personal data for the following purposes:

- To provide and maintain this website, including usage monitoring.
- To contact you by mail, email, telephone, mobile text or other equivalent forms of electronic communication.
- To process job applications.
- To manage your requests.
- For other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our recruitment campaigns and to evaluate and improve our website and services.

The legal basis for our processing of your personal data is: Consent

## **How do we share your personal information?**

We may share your personal information with third-party service providers to monitor and analyse usage of our website. This includes service providers that carry out the following activities: IT and cloud-based services, website hosting, data back-up and professional advisory services.

Information shared by electronic means will use secure methods and all third-party service providers are required to follow appropriate security measures to protect personal data. We only permit our third-party service providers to process personal data for specified purposes and in accordance with our instructions.

## **How do we store and secure personal information?**

We have in place appropriate security measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way.

In addition, access to personal data is limited to employees, agents, contractors and other third parties who have a business or lawful need to know. They will only process personal data on our instructions and they are subject to a duty of confidentiality.

All personal data is business-grade encrypted while at rest and in transit.

We closely monitor our networks and have put in place procedures to deal with any suspected data security breach. Where we are legally required to do so, we will notify any applicable regulator of all affected individuals if a data security breach is suspected.

## **For how long do we keep your personal information?**

In accordance with GDPR rules, we will keep your personal data for as long as it is necessary in view of the motives for which it was first collected and as defined in our data retention schedule.

Personal data collected through this website has the following retention periods:

- Website visitor's usage data: one month;
- Anonymized visitor's usage data: one year;
- Personal data collected as part of the recruitment process: one year. This period will be longer in case of a successful recruitment process;
- Personal data collected as part of a complaint process: six years following the resolution date.

Any personal data collected outside these categories will be retained for as long as the law requires or subject to the business needs.

All Personal data is disposed of securely.

## What are your rights?

You have the following rights with regard to your personal data:

- Access: you may request we provide you with the data we hold;
- Rectification: you may request we correct any inaccurate data;
- Erasure: you may request we erase your data;
- Restriction: you may request we process your data only for specific purposes;
- Objection: you may object to us processing your data;
- Portability: you may request we provide you with your data in an electronical format.

You can exercise these rights at any time by contacting us.

You also have the right to lodge a complaint with the ICO – Information Commissioner’s Office.

## How to contact us?

If you wish to contact us about anything to do with your personal data or data protection issues, including to make a subject access request or to file a complaint, please use the following details:

Email address: [office@affinity.care](mailto:office@affinity.care)

Postal Address:

C/O Office B11 - College Business Centre  
Uttoxeter New Rd  
DE22 3WZ Derby

## Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes or if we change our business in a way that affects how we protect personal data.

Any changes will be posted on this website and you will be deemed to have accepted the terms of the Privacy Notice on your first use of the website following the alterations. We recommend that you check this page regularly to keep updated.

This Privacy Notice was last published in May 2022.