

## **Briarlea Care & Supported Living Ltd. Privacy Policy**

Briarlea Care & Supported Living Ltd. trades as Briarlea Care Home. This privacy policy will explain how our organization uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
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- How to contact us
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### **What data do we collect?**

Briarlea Care & Supported Living Ltd. collects the following data:

- Personal identification information (Name, email address, phone number).
- Technical data including your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

### **How do we collect your data?**

You directly provide Briarlea Care & Supported Living Ltd. with most of the data we collect. We collect data and process data when you:

- Register your details via the query form on our website's Contact Page.
- Use or view our website via your browser's cookies.

### **How will we use your data?**

Briarlea Care & Supported Living Ltd. collects your data so that we can:

- Answer your enquiries
- Email you with special offers on products and services we think you might like.

If you agree, Briarlea Care & Supported Living Ltd. will share your data with our partner company so that they may offer you their products and services.

- Cheltonian Care (UK) Ltd.

### **How do we store your data?**

Briarlea Care & Supported Living Ltd. securely stores your data at Briarlea Care Home, Badsey, Evesham, WR11 7PA.

Briarlea Care & Supported Living Ltd. will keep your personal identification and technical data for 24 months. Once this time period has expired, we will delete your data automatically.

### **Marketing**

Briarlea Care & Supported Living Ltd. would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies listed below.

- Cheltonian Care (UK) Ltd.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Briarlea Care & Supported Living Ltd. from contacting you for marketing purposes or giving your data to other members of our partner companies.

If you no longer wish to be contacted for marketing purposes, please email [enquiries@briarleacarehome.co.uk](mailto:enquiries@briarleacarehome.co.uk)

### **What are your data protection rights?**

Briarlea Care & Supported Living Ltd. would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request Briarlea Care & Supported Living Ltd. for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that Briarlea Care & Supported Living Ltd. correct any information you believe is inaccurate. You also have the right to request Briarlea Care & Supported Living Ltd. to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Briarlea Care & Supported Living Ltd. erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Briarlea Care & Supported Living Ltd. restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Briarlea Care & Supported Living Ltd. processing your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Briarlea Care & Supported Living Ltd. transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [enquiries@briarleacarehome.co.uk](mailto:enquiries@briarleacarehome.co.uk)

Call us at: 01386 830 214

Or write to us: Briarlea Care Home, Badsey, Evesham, WR11 7PA.

## **Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

## **How do we use cookies?**

Briarlea Care & Supported Living Ltd. uses cookies in a range of ways to improve your experience on our website, including:

- Understanding how you use our website

We also use retargeting cookies so that we may serve advertising to you after you have left our site. We work with third parties who may place cookies on your web browser to enable us (and other advertisers) to serve you with advertising based on your search activity. We may use the following companies for cookie-based retargeting advertising: Google, Inc.

## **What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

- **Functionality** – Briarlea Care & Supported Living Ltd. uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising (Retargeting)** – Briarlea Care & Supported Living Ltd. uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Briarlea Care & Supported Living Ltd. sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

## **How to manage cookies**

You can set your browser not to accept cookies, and the below website tells you how to remove cookies from your browser:

[allaboutcookies.org](http://allaboutcookies.org).

However, in a few cases, some of our website features may not function as a result. If you would like to opt out of specific cookies, you can do so below:

Google Analytics: <https://tools.google.com/dlpage/gaoptout>

Google Ads: <https://adssettings.google.com/authenticated>

### **Privacy policies of other websites**

Our website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

### **Changes to our privacy policy**

Briarlea Care & Supported Living Ltd. keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 12 May 2021.

### **How to contact us**

If you have any questions about Briarlea Care & Supported Living Ltd. privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [enquiries@briarleacarehome.co.uk](mailto:enquiries@briarleacarehome.co.uk)

Call us: 01386 830 214

Or write to us at: Briarlea Care Home, Badsey, Evesham, WR11 7PA.

### **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that Briarlea Care & Supported Living Ltd. has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Email: <https://www.ico.org.uk>

Helpline number: 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF