

HALLMARK CARE HOMES' PRIVACY POLICY

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Data Privacy Summary

Who are we?

We are Hallmark Care Homes; we are a provider of health and social care services across England and South Wales. Our Central Support office is based at 2, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ and we have 10 care homes in England and eight in South Wales: i.e.

England

- Anya Court; 286 Dunchurch Road, Rugby, Warwickshire, CV22 6JA
- Bucklesham Grange; 141 Bucklesham Road, Ipswich, Suffolk, IP3 8UB
- Arlington Court; Wellbrook Way, Girton, Cambridge, CB3 0FW
- Admiral Court; Manchester Drive, Leigh-on-Sea, Essex, SS9 3HP
- Anisha Grange; Outwood Common Road, Billericay, Essex, CM11 2LE
- Chamberlain Court; 77 Mount Ephraim, Tunbridge Wells, Kent, TN4 8BS
- Maycroft Manor; 2-8 Carden Avenue, Brighton, Brighton and Hove, BN1 8NA
- Kew House; 58 Spencer Hill Road, Wimbledon, London, SW19 4EL
- Alexandra Grange; Oaklands Drive, Molly Millars Lane, Wokingham, RG41 2RU
- Lakeview; Lightwater Road, Lightwater, Surrey, GU18 5XQ

Wales

- Cherry Tree; 209 Newport Road, Caldicot, Monmouthshire, NP26 4AF
- Ty Porth; Ty Porth, Cemetery Road, Porth, Rhondda Cynon Taf, CF39 0BH
- Greenhill Manor; Duffryn Road, Pentrebach, Merthyr Tydfil, CF48 4BE
- Ty Enfys; Marle Close, Pentwyn, Cardiff, CF23 7EP
- Regency House; Mill Road, Ely, Cardiff, CF5 4AH
- Shire Hall; Overstone Court, Dumballs Road, Cardiff, CF10 5NT
- Cartref Annwyl-Fan; Woodlands Park, Betws, Ammanford, SA18 2HW
- Bryn Celyn; Maesteg Park, Maesteg, Bridgend, CF34 9LS

Each of our homes is registered with the CQC in England and with CIW in Wales for the provision of health and social care service for adults, with Greenhill Manor, one of our homes in Wales also providing services for younger adults with a physical disability. A number of our care homes also provide care and support for people who are living with dementia.

Processing of Personal Information of Residents

Your privacy is important to Hallmark. This privacy notice provides information about the personal information that Hallmark collects regarding residents in our Care Homes.

Hallmark Care Homes collects personal information which helps us care for our team members and volunteers, residents, their families and loved ones. Personal information is any information that identifies a living individual. This privacy policy explains what information we collect, how intend to use it, the legal reasons for using your information, and your rights under the law.

Hallmark is committed to making sure that personal information is used appropriately according to the law, and that confidential information given to us by you or others, is kept confidential and secure. Hallmark has appointed team members with a specific remit in respect of data protection and their job is to help safeguard the way your information is used

and uphold your information rights. If you have any concerns or questions about how your information is being used, you can contact the Data Protection Officer on the details below:

Tell me more...

To see more about how we use your personal data, read the privacy notice or notices which apply best to your relationship with us:

- [I am a resident](#)
- [I am a supplier](#)
- [I am a website visitor or I have “liked” the Facebook page](#)
- [I am a relative of a resident](#)
- [I am an enquirer](#)

Residents' Policy

Personal information we hold on you

- Name, title, address and other contact details, date of birth, ethnicity, marital status, occupation, NHS number and contact details including next of kin or carer details.
- Your family and carers.
- Bank details, invoices and debt information.
- Funding and personal allowance records.
- Contracts with Hallmark Care Homes.
- Power of Attorney, advocate or carer information.
- Your records if the service is transferring to us under contract from another care provider.
- Information relating to your health and wellbeing and social care support and interventions, including care plan documentation, medication records, accident records and death records.
- Assessment of needs.
- Family health or social history.
- Hospital, GP or Social Care referrals.
- Reports about X-rays, pathology and other results.
- Updates relating to care plans and other aspects of your health and care.
- Clinical Incidents that you have been involved in i.e. infection outbreaks
- Information regarding adult safeguarding including concerns or protections in place.
- Religion
- Information required under the Deprivation of Liberty Safeguards
- Personal Emergency Evacuation Plans
- Alerts and concerns.
- Any special needs or preferences for receiving information.
- Consent to photography (where relevant).
- Photos and videos for care records or for use in the home.

- CCTV recordings.
- Record of daily activities.
- Complaints and compliments.
- Information required by regulators (risk assessments, accident and incident records).

How do we use your information?

- We use your information to give you the best and right care at the right time. This includes:
 - Using your identity to be able to know who you are, this helps us make sure you receive the right care at the right time.
 - To deliver the best care possible while you are in our care; including meeting your social care needs.
 - Health and Social Care information, which helps us make sure you receive any medication, as well as getting you to your hospital and GP appointments.
 - Understanding your beliefs, to help you receive the spiritual care and support.
 - Customer surveys and feedback help us to improve the care that we provide to you
 - Using information to protect you from individuals who wish to harm you
 - Understanding your communication (hearing, speech, language) to help us to communicate effectively with you
 - Handling concerns and complaints about the care we provide.
 - Investigating incidents
 - Using your image to identify you
 - Sharing your photograph in marketing materials and publications, where you have provided consent.
 - For the prevention of crime (CCTV).

Relatives or next of kin and emergency contact details are requested to help Hallmark protect residence vital interest by having points of contact for use only in emergency situations.

The source of this data will either be yourself, your relatives, carers, or previous care providers.

The lawful basis under which we process your data

General Data Protection Regulation and Data Protection Act 2018 requires Hallmark to have a legal basis before we process information with others.

The legal basis for processing your personal information:

The lawful basis for processing your personal information is that is a legitimate interest to provide direct care and social care services to our residents. The processing is also necessary for legal obligations and for public health.

We also process your information for the purpose of performing a task carried out in the public interest or in the exercise of official authority.

Legal basis for processing special categories “sensitive” personal information:

We need to use the data in order to provide medical diagnosis, direct care, health and social care services to you and for adult safeguarding purposes where it is necessary to protect your vital interests when you are physically or legally incapable of providing consent.

Marketing

We provide newsletters and other information to you, your family, carers, including individual involved with our Residence Committee’, Carers Groups and volunteer networks.

Opt out and preference change links are on all email contacts we send you or others.

Information Sharing

Hallmark works in partnership with a number of organisations and will share your information when required to.

- With commissioners and care agencies who are contributing to your care, such as primary care services (GPs), local authorities (social services) NHS trusts hospitals, mental health, and community services.
- To people with Power of Attorney, or people you have authorised access or when it is in your best interest.
- When legally required to do so, including regulatory compliance (CQC in England and CIW in Wales).
- With trusted providers to host our IT, archiving medical records, email and surveys.
- With corporate teams within the Hallmark who provide ‘back office’ support on behalf of services within Hallmark such as communications and information governance, clinical governance, audit and research.
- We use corporate teams within the Hallmark who provide ‘back office’ support on behalf of services within Hallmark such as communications and information governance, clinical governance, audit and research.

Individual Rights

Rights apply to all our residence, relatives, supporters, volunteers, suppliers and are written into law. You have the following rights.

Your Rights in relation to your Personal Information

- a. the right to be informed – covered by this Privacy Notice;
- b. the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- c. the right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Officer;
- d. the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing; (it does not apply to health records)
- e. the right to restrict processing – you can request that we stop any processing if you do not wish information to be shared
- f. the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- g. the right to object – to processing relating to marketing and profiling;
- h. the right not to be subject to automated decision-making including profiling; and
- i. the right to lodge a complaint with the Information Commissioner's Office <http://ico.org.uk>

Technical and operational security

Hallmark takes its duty to protect your personal information and confidentiality seriously and are required to do so by law. We will take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

All Hallmark team members receive regular data protection and privacy training, we encrypt all our mobile devices, such as laptops; PC's and tablets and we have a password policy in place.

We have contracts with suppliers, support services and Information sharing agreement where necessary when we share with other care providers. We have our own internal policies and procedures in place.

Hallmark uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

Retention of Personal Information

Hallmark keeps your personal information so that we can care for you, we also retain the information when you leave our care, for an appropriate time. Our 'retention schedule' helps us determine how long to keep records for, in line with guidance from NHS Digital. NHS Records Management Code of Practice 2106 (retention schedule)

Information in care records is kept for a minimum of 8 years after we last provide care to you, and longer for certain medical conditions, or if there has been a legal case.

Contacting Hallmark

If you have any comments or queries about this Privacy Notice, or wish you exercise your 'individual rights' please contact the Data Protection Officer.

- Email - DPO@hallmarkcarehomes.co.uk
- Address - Hallmark Care Homes, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ

Relatives, legal guardians, and friends policy

Personal information we hold on you

Personal information is information we collect on you or is about you. Hallmark will request from you and process the following Personal Information:

- Contact details including name, postal address, telephone number, mobile number and email address.
- Bank details.
- Contracts with local authorities.
- CCTV recordings when you visit our homes.
- Signing in and out sheets when you visit our homes.

How do we use your information?

We use your personal information you have given to us or supplied by others so to fulfil our obligations to our residents; this includes:

- Using your information to keep our residents and team members safe from dishonesty and harm.
- Ensuring that the relatives of residents are contacted in emergency situations or if there changes in the health of a resident.
- Keeping a record of any individuals who are permitted access to the confidential health information about our residents.

The lawful basis under which we process your data

General Data Protection Regulation and Data Protection Act 2018 requires Hallmark to have a legal basis before we process information with others.

The Legal Basis for processing your personal information:

The lawful basis for processing your information is legitimate interest. Hallmark would use your information in the case of an emergency.

You can opt-out of being an emergency contact by informing the specific General Manager or Hallmark's Data Protection Officer.

Processing of CCTV data is necessary for preventing and detecting unlawful acts, for protecting the public against dishonesty, and for complying with regulatory agencies in investigating unlawful acts and dishonesty.

Marketing

We provide newsletters and other information to you, your family, carers, including individuals involved with our Residence Committee', Carers Groups and volunteer networks.

Opt out and preference change links are on all email contacts we send you or others.

Information Sharing

We share your personal information under certain circumstances. When we do share information, we use as little as possible, and on a need to know basis.

We share your information with members of the care home team, in order that they can contact you in an emergency, or for further details about your relative in our care.

We will publish your image, if you are happy for us to do so (with your consent).

Hallmark will not sell or swap your data with any third parties. We will not share your information with any third party for marketing purposes.

If you are taken ill while on our premises, require emergency treatment, and are unable to provide consent, we will share your personal information with health professionals to ensure you receive appropriate treatment. This will be done under the legal basis of vital interest.

We may be required to share information where we have legal obligation with other authorities (police, social care).

We share your information with trusted providers to host our IT, email and for surveys.

Individual Rights

Rights apply to all our residence, relatives, supporters, volunteers, suppliers and are written into law. You have the following rights.

Your Rights in relation to your Personal Information

- a.** the right to be informed – covered by this Privacy Notice;
- b.** the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- c.** the right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Officer;
- d.** the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing; (it does not apply to health records)
- e.** the right to restrict processing – you can request that we stop any processing if you do not wish information to be shared
- f.** the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;

- g. the right to object – to processing relating to marketing and profiling;
- h. the right not to be subject to automated decision-making including profiling; and
- i. the right to lodge a complaint with the Information Commissioner’s Office <http://ico.org.uk>

Technical and operational security

Hallmark takes its duty to protect your personal information and confidentiality seriously and are required to do so by law. We will take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

All Hallmark team members receive regular data protection and privacy training, we encrypt all our mobile devices, such as laptops; PC’s and tablets and we have a password policy in place.

We have contracts with suppliers, support services and Information sharing agreement where necessary when we share with other care providers. We have our own internal policies and procedures in place.

Hallmark uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

Retention of Personal Information

Hallmark keeps your personal information so that we can care for your relative in our care home, we retain the information for only as long as necessary or when you ask us to change it. Our ‘retention schedule’ helps us determine how long to keep records for, in line with guidance from NHS Digital. NHS Records Management Code of Practice 2106 (retention schedule).

Hallmark keeps your personal information on the record of the resident it relates to. We keep your information for no longer than 8 years from your last contact with us. If you require emergency medical treatment while visiting our home, we will keep this information for 8 years after that event. We may be required to keep information longer if there has been a legal case against us, or to meet our regulatory and legal requirements.

Contacting Hallmark

If you have any comments or queries about this Privacy Notice, or wish you exercise your ‘individual rights’ please contact the Data Protection Officer.

- Email - DPO@hallmarkcarehomes.co.uk
- Address - Hallmark Care Homes, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ

Suppliers Privacy Notice

Your privacy is important to Hallmark. This privacy notice provides information about the personal data that Hallmark holds on you as a supplier. Hallmark will use your data as described in this notice.

Personal information we hold on you

Personal information is information we collect on you or is about you. Hallmark will request from you and process the following Personal Information:

- Name
- Contact details
- Company address
- Bank details
- Bank statements
- Invoices
- CCTV recordings if you visit our homes
- Signing in and out sheets if you visit our homes

How do you use your information?

- We use your personal information you have given to us to fulfil our contracts with you and to pay you.
- We will also use your information to enquire about and buy products/services from you.
- We use CCTV data for the prevention of crime.

The lawful basis under which we process your data

General Data Protection Regulation and Data Protection Act 2018 requires Hallmark to have a legal basis before we process information with others.

The Legal Basis for processing your personal data:

The legal basis for processing your personal data, as a supplier, is to fulfil the contract we have with you.

CCTV data processing is necessary for preventing and detecting unlawful acts, for protecting the public against dishonesty, and for complying with regulatory agencies in investigating unlawful acts and dishonesty.

Marketing

We do not use your data for marketing purposes.

Information Sharing

Hallmark will not sell or swap your data with any third parties. Hallmark will not share your information with any third party for marketing purposes.

Individual Rights

Rights apply to all our residence, relatives, supporters, volunteers, suppliers and are written into law. You have the following rights.

Your Rights in relation to your Personal Information

- a.** the right to be informed – covered by this Privacy Notice;
- b.** the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- c.** the right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Officer;
- d.** the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing; (it does not apply to health records)
- e.** the right to restrict processing – you can request that we stop any processing if you do not wish information to be shared
- f.** the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- g.** the right to object – to processing relating to marketing and profiling;
- h.** the right not to be subject to automated decision-making including profiling; and
- i.** the right to lodge a complaint with the Information Commissioner’s Office <http://ico.org.uk>

Technical and operational security

Hallmark takes its duty to protect your personal information and confidentiality seriously and are required to do so by law. We will take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

All Hallmark team members receive regular data protection and privacy training, we encrypt all our mobile devices, such as laptops, PC’s and tablets and we have a password policy in place.

We have contracts with suppliers, support services and Information sharing agreement where necessary when we share with other care providers. We have our own internal policies and procedures in place.

Hallmark uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

Retention of Personal Information

Hallmark retains your information for the length of time that we have a relationship with you or think we might want to buy products or services from you, or unless we are required by law to hold it for longer.

Contacting Hallmark

If you have any comments or queries about this Privacy Notice, or wish you exercise your 'individual rights' please contact the Data Protection Officer.

- Email - DPO@hallmarkcarehomes.co.uk
- Address - Hallmark Care Homes, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ

Website Visitors & Facebook Page Visitors Policy

Information we collect from you

Personal information is information we collect on you or is about you. Hallmark processes the following Personal Information from you:

- Cookie data
- Facebook pixel data

How do you use the information we collect?

- We use your personal information to work out which of the pages on our website are most popular, helping us plan our strategy.
- We use your personal data to determine the success of our online marketing campaigns via Google Analytics, Google AdWords and Facebook Insights.
- We use your personal information which has been input into Facebook as a basis on which to target social media advertising to yourself, to people with similar interests to your and to certain demographics and groups of people. Your advertising preference can be managed directly from your Facebook account and if you wish to stop seeing advertising or check your saved preferences these can be found [here](#).

We also have a Facebook page. If you use this please be aware that Facebook uses cookies to track visitors to our business page. These cookies are set even if you do not have a Facebook account. They will track your Internet activities on and off Facebook. Despite the fact that only Facebook has access to the data from these cookies, not us, by creating and maintaining a Facebook business page, we are deemed responsible for the cookies being set. We have no way to prevent these cookies being used. We want to be as transparent as possible, so you are aware of the way your data is being used by Facebook.

Facebook privacy policies can be found [here](#).

Hallmark Care Homes' Cookie Policy can be found [here](#).

The lawful basis under which we process your data

General Data Protection Regulation and Data Protection Act 2018 requires Hallmark to have a legal basis before we process information with others.

The Legal Basis for processing your personal data:

The legal basis for processing your personal data is legitimate interest. Processing is necessary for the purposes of planning our business strategy, which is a legitimate thing for us to do.

Marketing

We do not use your data for marketing purposes.

Information Sharing

Hallmark uses analytics partners to collect and analyse the data from cookies. We only transfer data outside of the EEA if it is to a country or organisation that is deemed by the EU to have adequate protection of data. For example, US based companies are all signed up to the Privacy Shield. This can be viewed at: <https://www.privacyshield.gov/list>

Individual Rights

Rights apply to all our residence, relatives, supporters, volunteers, suppliers and website visitors, and are written into law. You have the following rights.

Your Rights in relation to your Personal Information

- a.** the right to be informed – covered by this Privacy Notice;
- b.** the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- c.** the right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Officer;
- d.** the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing; (it does not apply to health records)
- e.** the right to restrict processing – you can request that we stop any processing if you do not wish information to be shared
- f.** the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- g.** the right to object – to processing relating to marketing and profiling;
- h.** the right not to be subject to automated decision-making including profiling; and
- i.** the right to lodge a complaint with the Information Commissioner's Office <http://ico.org.uk>

Technical and operational security

Hallmark takes its duty to protect your personal information and confidentiality seriously and are required to do so by law. We will take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

All Hallmark team members receive regular data protection and privacy training, we encrypt all our mobile devices, such as laptops; PC's and tablets and we have a password policy in place.

We have contracts with suppliers, support services and Information sharing agreement where necessary when we share with other care providers. We have our own internal policies and procedures in place.

Hallmark uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

Contacting Hallmark

If you have any comments or queries about this Privacy Notice, or wish you exercise your 'individual rights' please contact the Data Protection Officer.

- Email - DPO@hallmarkcarehomes.co.uk
- Address - Hallmark Care Homes, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ

Enquirers Privacy Notice

Your privacy is important to Hallmark. This privacy notice provides information about the personal data that Hallmark holds on you as an enquirer. Hallmark will use your data as described in this notice.

Information we collect from you

Personal information is information we collect on you or is about you. Hallmark will process the following Personal Information about you:

- Contact details including name, telephone number, postal address and email address.
- Signing in and out sheets if you visit our homes.

Hallmark also processes:

- CCTV recordings if you visit our homes.

How do you use your information?

- We use your personal information you have given to us for marketing purposes, to inform you of services we believe you may be interested in.

The lawful basis under which we process your data

General Data Protection Regulation and Data Protection Act 2018 requires Hallmark to have a legal basis before we process information with others.

The Legal Basis for this processing:

The legal basis for processing your contact information, as an enquirer, is legitimate interest.

Processing CCTV data is necessary for preventing and detecting unlawful acts, for protecting the public against dishonesty, and for complying with regulatory agencies in investigating unlawful acts and dishonesty.

Marketing

We will use your information to inform you of services that we believe you may be interested in via email.

Opt out and preference change links are on all email contacts we send you or others.

Information Sharing

We use a number of companies that process data for marketing purposes however we have ensured that all processors we use adhere to the GDPR. We only transfer data outside of the EEA if it is to a country or organisation that is deemed by the EU to have adequate protection of data. For example, US based companies are all signed up to the Privacy Shield. This can be viewed at: <https://www.privacyshield.gov/list>

Individual Rights

Rights apply to all our residence, relatives, supporters, volunteers, suppliers, and enquirers and are written into law. You have the following rights.

Your Rights in relation to your Personal Information

- a. the right to be informed – covered by this Privacy Notice;
- b. the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- c. the right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Officer;
- d. the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing; (it does not apply to health records)
- e. the right to restrict processing – you can request that we stop any processing if you do not wish information to be shared
- f. the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- g. the right to object – to processing relating to marketing and profiling;
- h. the right not to be subject to automated decision-making including profiling; and
- i. the right to lodge a complaint with the Information Commissioner’s Office <http://ico.org.uk>

Technical and operational security

Hallmark takes its duty to protect your personal information and confidentiality seriously and are required to do so by law. We will take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

All Hallmark team members receive regular data protection and privacy training, we encrypt all our mobile devices, such as laptops; PC’s and tablets and we have a password policy in place.

We have contracts with suppliers, support services and Information sharing agreement where necessary when we share with other care providers. We have our own internal policies and procedures in place.

Hallmark uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

Retention of Personal Information

Hallmark retains your information for a year after your enquiry, unless we are required by law to hold it for longer.

Contacting Hallmark

If you have any comments or queries about this Privacy Notice, or wish you exercise your 'individual rights' please contact the Data Protection Officer.

- Email - DPO@hallmarkcarehomes.co.uk
- Address - Hallmark Care Homes, Kingfisher House, Woodbrook Crescent, Radford Way, Billericay, Essex, CM12 0EQ