

# **Data/Privacy, Internet Privacy and Cookies Policy**

At Lifeline Telecare we are committed to protecting the privacy of our customers, and the people who visit our site. Here is our Privacy Policy.

It explains our use of the personal data that you may provide to us, or we may collect from you. It also explains how we use cookies.

## **Information That We Collect**

In managing our business and our website we may collect and analyse one or more of the following types of information:

- Your use of our site - this includes: your visits, pages viewed, resources accessed. This can include traffic, location and communication data.
- Voluntarily provided information: e.g. when making a purchase.
- Provided in any form of communication by you.

## **Why We Collect Data**

We collect data in order to fulfil our contractual obligations to you, to allow us to provide the products and services that you have purchased. We do not collect data for any other purpose, other than where additional consent has been given below.

## **Use of Cookies**

Cookies give us information about the computer used by site visitors. We may use them to assist us in improving our website.

For more information on how you can control the use of cookies on your computer please visit [AboutCookies.org](http://AboutCookies.org).

## **Use of Your Information**

Information we collect from you is used to provide services to you, and for one or more of the following reasons:

- To give you information you request, relating to our products or services.
- To give you information about other products that may be of interest to you, but only where you have consented.
- To advise of changes to our website, goods and products, or services - where such advice is necessary for the service being provided.

If you have previously purchased from us we may contact you with information on other products we think might interest you, again subject to your consent.

We collect personal and medical information in order to provide certain services. This information is held confidentially, only being shared with the organisations necessary to provide the services to you. We may also hold key safe information, this information is treated in the same way.

We use third parties to perform certain business functions. Information shared with us may be shared with these third parties, but only for the purposes intended by us - the provision of services to you. Third parties with whom we share information are bound by the same terms as this privacy policy with regards to the handling of information. In sharing information with us you agree that this may be shared with third parties, wherever we deem it appropriate.

We will never sell your data. We do not disclose your details to third parties for the purposes of marketing unrelated services or products.

## **Storing Your Personal Data**

In operating our business and our website it may become necessary to transfer data that we collect from you to locations outside of the European Union for processing and storing. You agree that by providing your personal data to us you consent to this happening. We take all reasonable precautions to protect your data. Any transfer of your data is only ever done for the purposes of operating our business and to provide your services to you.

All data sent electronically to us is done so at your own risk. We handle your data using reasonable skill and care, and aim to keep it safe at all times.

Other than in the circumstances listed below, we will hold all personal information in accordance with our Privacy Policy:

- If we sell any or all of our business. Such disclosure only being made to the buyer.
- Where legally required to do so by law.
- To reduce the risk of fraud or improve fraud protection.

## **Third Party Links**

We do not endorse or approve the privacy policy of any third party website that has links to us. It is your responsibility to review their policies before sharing personal information with them,

## **Access To/Changing Information**

The Data Protection Act 1998 and the General Data Protection Regulation 2018 grants you access to any information that we hold about you. You can request a copy of this information by emailing us as [info@lifelinetelecare.co.uk](mailto:info@lifelinetelecare.co.uk).

If you believe that the information we hold about you is incorrect, please email us at [info@lifelinecare.co.uk](mailto:info@lifelinecare.co.uk) and we will correct it.

## **Retention of Information**

We will only retain information for as long as is necessary to provide our products and services to you. We will delete data relating to any monitored services within 90 days of you cancelling service. We will keep a record of order confirmations for a minimum of 6 years, to comply with potential legal and accounting requirements.

## **Withdrawal of Consent**

You can withdraw your consent for us to hold, process and use your personal data at any time by emailing us at [info@lifelinecare.co.uk](mailto:info@lifelinecare.co.uk). Please note that withdrawing such consent may prevent us from continuing to provide services to you.

## **Contact Us**

You can contact us at [info@lifelinecare.co.uk](mailto:info@lifelinecare.co.uk) should you have any questions on the above.