

Privacy Notice – Newsletter Sign-Up

This document sets out what information Springhill Care Group Limited collects from visitors, how it uses the information, how it protects the information and your rights.

Springhill Care Group Limited is committed to ensuring your privacy is protected in accordance with Data Protection Standards.

Springhill Care Group Limited is using the following definition for Personal Data:

Personal data	<i>Information relating to identifiable individuals, such as job applicants, current and former employees, agency, contract and other staff, clients, suppliers and marketing contacts. Personal data we gather may include: individuals' contact details, educational background, financial/credit worthiness and pay details, details of certificates and diplomas, education and skills, job title, and CV.</i>
Sensitive personal data	<i>Personal data about an individual's marital status, nationality, racial or ethnic origin, political opinions, religious or similar beliefs, trade union membership (or non-membership), physical or mental health or condition, criminal offences, or related proceedings—any use of sensitive personal data will only ever be carried out with the express permission of the individual.</i>

Springhill Care Group Limited may change this policy from time to time by updating this page. This policy is effective from 1st May 2018 but we ask you to check this page from time to time. Any updates or changes to the use of your personal data will be advised to you, prior to that change of use.

What this Privacy Notices relates to

This Privacy Notice relates to our Newsletters and Newsletter Sign-Up

Who We Are?

Springhill Care Group Ltd, 11 Cannon Street, Accrington, Lancashire, BB5 1NJ, United Kingdom

Contact Us

You can contact us by

On-Line : <https://www.springhillcare.com>

Email : info@springhillcare.com

Phone : 01254 304500

Post: Springhill Care Group Ltd, 11 Cannon Street, Accrington, Lancashire, BB5 1NJ, United Kingdom

Our General Privacy Policy

This Privacy Policy relates to the specific activity identified above, however our general Privacy Policy is available on the privacy policies page of our website.

Your Rights

A copy of 'your rights' is available on the privacy page of our website.

What Personal Data are we collecting?

In order to ensure that we are able to send you our newsletter or publications we will be recording the following:

- Your full name.
- Your email address.
- Your address – where you want to receive physical marketing literature.
- Your preferences e.g. what type of newsletter(s) you wish to receive.

Are we likely to need any Sensitive Personal Data?

No.

Why we need this information?

We need this information to enable us to be able to send you relevant content, based on your preferences, in a manner that you have dictated to us.

Your preferences will be used to ensure that we send you the type of content you have identified as being of interest to you.

What is the legal basis of processing?

We will only send emails to you for as long as we have your consent and on the basis of receiving your consent in the first place.

The legal basis of processing your personal information is CONSENT, which you have the right to withdraw at any time, through withdrawing consent.

Because we are operating on the basis of consent, we will seek to explicitly re-confirm your consent every 6-months. If we do not obtain your consent at that point, we will assume that we no longer have your consent and you will no longer receive any newsletter communication.

How do I withdraw consent or change my preferences?

You can withdraw your consent at any time by:

1. Opting out of the newsletter using the opt-out option at the top of each newsletter we send out
2. By contacting us and letting us know what you would like to change
3. By updating your preferences within the preference centre

What decisions are going to be made using my Personal Data?

We are not making any decisions based on the information you are providing other than to comply with your preferences regarding the type of newsletters you wish to receive from us, or the method of communication you wish us to use.

Is there any Automated Decision-making being applied to my Personal Data?

There is no automated decision-making being made using your personal data. Your preferences are used to determine the type of newsletters and/or methods of correspondence that you wish to receive from us.

Will my information be shared with any third-parties?

Your information will not be shared or sold to any third-parties, however we use a newsletter mailing platform that complies with the requirements of GDPR and this is assessed on an ongoing basis.

This platform is Mad Mimi (a GoDaddy company) and it provides mass-emailing services. It also manages your in relation to what types of email you wish to receive from us.

GoDaddy company complies with the Privacy Shield, which is deemed to be compliant with the requirements of GDPR (<https://uk.godaddy.com/Agreements/Privacy.aspx>).

What safeguards are in place to protect my Personal Data?

Springhill Care Group Limited operates a Security By Design and By Default methodology that means we are continually checking the security, both new and current. This enables us to adhere to the Privacy By Default and By Design principles.

We will not change the use of your personal data in respect of this policy or share your data with a third party (other than our mailing platform), without obtaining your explicit consent.

Retention Period

We will retain your information so long as you wish to remain a subscriber to one or more of our newsletters.

In the event that you unsubscribe, we will continue to hold your information for 30 days, after which it will be automatically deleted. In the event that you wish to re-subscribe, you will need to do this via one of the subscribe options.

If your data is required for statistical analysis, then your personal data will be anonymised to ensure that it is no longer personally identifiable.

Security

Springhill Care Group Limited operates a Privacy By Design and By Default policy. This means that before we use your data we have already considered the potential impact on you were your data to be lost, stolen, shared or compromised.

We undertake routine reviews of our processes and security policies in order to ensure that we can take all reasonable precautions in protecting your data.

Where at all possible we encrypt all information that is either stored or transmitted to third-parties. Where data is stored or transmitted to a Third Country (any country outside of the European Economic Area (EEA) we will ensure appropriate adequacy protection is in place in accordance with Data Protection Legislation.

Consequently, we may also need to sometimes undertake further security and screening questions when undertaking our routine dealings with you these are there to protect your personal data and security.

Whilst we undertake all reasonable precautions, encryption, software updates and patches, we cannot guarantee the safety of data transmitted over the internet.