

Privacy Policy

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Introduction

Welcome to Bramley Health's privacy policy.

The Bramley Health and associated companies respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy policy is provided in a layered format so you can click through to the specific areas set out below. Please also use the Glossary to understand the meaning of some of the terms used in this privacy policy.

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2. THE DATA WE COLLECT ABOUT YOU

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1. Important information and who we are

Purpose of this privacy policy

This privacy policy aims to give you information on how Bramley Health and associated companies collect and process your personal data through your use of this website, including any data you may provide through this website when you communicate with us, sign up to any newsletter or email list, or enquire about our services. This Policy also covers our use of your data if you work for one of our clients if you are a service user of ours or a family member of a service user, or if you work within our supply chain. This policy also set out when we may communicate with you in relation to our services and business.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

Controller

The Bramley Health and associated companies are made up of different legal entities, being GHP Personal Property Enterprises, GHP Woodcot Property Ltd, Bramley Health Holding Company Ltd, Bramley Health Property Holdings Ltd, London Secure Services Ltd, Bramley Health Ltd, Langford Clinic Ltd, Bramley Health Support Services Limited, Fieldgate Property Holdings Limited, Elmwood Croydon Ltd, Daken House Limited, CASSRA LLP, AMBRECK LLP, EDITTA LLP. This privacy policy is issued on behalf of the Bramley Health and associated companies so when we mention "COMPANIES", "we", "us" or "our" in this privacy policy, we are referring to the relevant company in Bramley Health and associated companies responsible for processing your data. Bramley Health Support Services Limited is the controller and responsible for this website.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact the DPO using the details set out below.

Note for service users: We usually receive your personal data as part of a referral from our clients, usually being NHS England and Local Authorities, and we therefore rely on our clients ensuring they are permitted to share such personal data with us. When receiving the referral we usually act as a data processor for our clients, however, if we accept the referral and you become a service user, we then become a data controller and take decisions on how to process your personal data.

Contact details

If you have any questions about this privacy policy or our privacy practices, please contact our DPO in the following ways:

Email address: HR@bramleyhealth.co.uk

Postal address: Bramley Health Head Office; 6 -10 Outram Road; Croydon; Surrey; CR0 6XE.

Telephone number: 0208 102 9791

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review. This version was last updated on 22nd May 2024.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you.
- **Technical Data** includes internet protocol (IP) address, your login data, 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.
- **Profile Data** includes NHS number and profile information, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences, as well as any communications via social media.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature.

Sensitive Data (known as Special Categories of Personal Data and includes details about race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data)

For Service Users, we do collect **Special Categories of Personal Data** about you as part of receiving a referral from our clients, because this is required to provide and maintain standards of care and ensure your medical needs are met whilst you receive our services. Our clients also require this data to be shared with them, so that they can manage any ongoing care and support in the community, hospitals or other medical care. We also receive and process information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you, or provide you with our services if you have been referred by a client. In this case, we may have to cancel a service you have with us, but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- **Client referrals and service users.** For our service users, we usually receive most of your personal data from our clients (usually being NHS England and Local Authorities) and we rely on our clients having established a legal basis to share such information with us. We will ensure an appropriate contract is in place to cover this sharing of data. Please note this may also include the personal data of family members.
- **Direct interactions.** You may give us your Profile, Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email, social media or otherwise. This includes personal data you provide when you
 - When you are a service user and provide additional personal data in location;
 - Enquire about or discuss our services;
 - subscribe to our newsletter or mailing list;
 - request marketing to be sent to you;
 - respond to a survey or provide feedback.

Automated technologies or interactions. As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see our [Cookie Policy](#) for further details.

- **Third parties or publicly available sources.** We will receive personal data about you from various third parties and public sources as set out below.

Technical Data from the following parties:

- analytics providers such as Google based outside the UK;
- certifying bodies and regulators;
- business websites and professional social media;
- Contact, Financial and Transaction Data from providers of technical, payment and delivery services.
- From our clients (see above).

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we receive a referral of you, as a service user, from our clients and we rely on them having a legal basis for sharing the personal data with us.
 - Where we need to perform the contract we are about to enter into or have entered into with you.
 - Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
 - Where we need to comply with a legal obligation.
 - Where we need to act to protect your vital interests (usually only if you are a service user).
- Generally, we do not rely on consent as a legal basis for processing your personal data. In the event we obtain your consent, you have the right to withdraw consent at any time by contacting us.
 - **Purposes for which we will use your personal data**

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To receive your referral as a service user	(a) Identity (b) Contact (c) Profile (d) Special Category	(a) Relying on clients having established a legal basis for sharing your personal data with us and engaging our services for you. (b) In your vital interests (c) Necessary for our legitimate interest (d) With your explicit consent (e) To provide Health or Social Care
To register a new client	(a) Identity (b) Contact	Performance of a contract with your employer – subject to our legitimate interests
To process and deliver services, including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you or your employer (b) Necessary for our legitimate interests (to recover debts due to us)
To receive services, goods and other supplier inputs, including: (a) Manage payments, fees and charges (b) manage performance of services and delivery of goods	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you or your employer (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship	(a) Identity	(a) Performance of a contract with

<p>with you which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy</p> <p>(b) Asking you to provide feedback or take a survey</p>	<p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Marketing and Communications</p>	<p>you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To deliver relevant website content to you and measure or understand the effectiveness of our website and services.</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Usage</p> <p>(e) Marketing and Communications</p> <p>(f) Technical</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our strategy)</p>
<p>To use data analytics to improve our website, products/services, marketing, client relationships.</p>	<p>(a) Technical</p> <p>(b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our strategy)</p>
<p>To make suggestions and recommendations to you about services that may be of interest to your employer</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p> <p>(d) Usage</p> <p>(e) Profile</p> <p>(f) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business)</p>

Marketing

We do not market to individuals. We do contact and market to organisations which we believe may be interested in our services and, as such, may contact you using your business contact information in order to discuss this with you or your employer. We rely on our legitimate business interests to do this.

You will receive marketing communications from us if you have requested information from us or purchased services from us and you have not opted out of receiving that marketing.

Nonetheless, we strive to provide you with choices regarding any marketing communication and you will be able to opt out of any communications. We operate a suppression list to ensure we can manage this process, which means we keep the minimal personal data necessary to ensure we do not contact you again.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of service purchase or other transactions.

Third-party marketing

We do not share your data for third party marketing.

Cookies

For more information about the cookies we use, please see the [Privacy Policy](#).

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Disclosures of your personal data

We may share your personal data with the parties set out below for the purposes set out in the table above.

- Internal third parties such as our employees or officers and legal entities within the Bramley Health group of companies.
- External third parties including clients, payment providers, specialist IT support, online training providers and sub-contractors.

- Professional advisers including lawyers, bankers, marketing agencies, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
 - Credit reference agencies, law enforcement and fraud prevention agencies.
 - HM Revenue & Customs, regulators and other authorities who require reporting or processing activities in certain circumstances.
 - Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.
 - The NHS and health and social care providers involved in your treatment, including through our integration with the London Care Record (please review the additional privacy notice available from HR for more information on the London Care Record)
- We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International transfers

We do not transfer your personal data outside the UK (or the EEA for as long as it has an adequacy decision from the UK Government). However, our personnel when abroad may access their emails and our ERP system, but we have technical and organisational security measures in place.

7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer

period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

For service users we usually retain your personal data, including Special Category Personal Data, for a period of 8 years after you having finished using our services. This is to ensure we can provide relevant information to you and your care providers, respond to any queries, complaints or claims.

If you are a client or supplier, we usually keep information for 6 years after the last purchase or invoice, however, though this is usually organisational information and any personal data is just retained on an ancillary basis (e.g. your name is on an invoice)

In some circumstances you can ask us to delete your data: see your legal rights below for further information.

In some circumstances we will receive your data on an anonymous basis from our clients or we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

9. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no

right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. Glossary

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

Vital Interest means processing your personal data where it is necessary to protect your vital interests and it is not possible to obtain your valid consent.

Health and Social Care means processing your personal data processing where it is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems and services.