

THE PEOPLE'S CARE WATCHDOG

DATA PROTECTION AND PRIVACY POLICY

THIS DATA PROTECTION AND PRIVACY POLICY SETS OUT HOW WE AS AN UNINCORPORATED CAMPAIGN BODY USE AND PROTECT ANY PERSONAL DATA THAT YOU GIVE BOTH WHEN YOU USE OUR WEBSITE OR THAT IS GATHERED THROUGH COMPLETING OUR SURVEYS. THIS POLICY APPLIES BETWEEN YOU, THE USER OF THIS WEBSITE AND THE PEOPLE'S CARE WATCHDOG, THE OWNER AND PROVIDER OF THIS WEBSITE. OUR PRIORITY IS TO ENSURE THAT YOUR PRIVACY IS PROTECTED.

ABOUT US

THE PEOPLE'S CARE WATCHDOG IS A NATIONWIDE, CITIZEN-POWERED WATCHDOG THAT WILL EXPOSE THE INJUSTICES AND CRIMINALITY WITHIN THE CARE SYSTEM, HOLD THOSE IN POWER TO ACCOUNT, AND WILL CATALYSE A WIDER BEHAVIOURAL SHIFT IN THE WAY WE THINK ABOUT VULNERABLE PEOPLE IN THE UK. OUR DATA PROTECTION REGISTRATION IS XX.

Policy last updated: 07/09/2021

Please read this privacy policy carefully.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data	collectively all information that you submit to The People's Care Watchdog via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
GDPR	the UK General Data Protection Regulation;

User or you	any third party that accesses the Website and is not a founder of The People's Care Watchdog
The People's Care Watchdog, we or us	The People's Care Watchdog
Website	the website that you are currently using, and any sub-domains of this site unless expressly excluded by their own terms and conditions.
Data Protection Laws	any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations, and secondary legislation;

Scope of this privacy policy

2. This privacy policy applies only to the actions of The People's Care Watchdog and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
3. For purposes of the applicable Data Protection Laws, The People's Care Watchdog is the "data controller". This means that The People's Care Watchdog determines the manner in which, and the purposes for which your Data is processed.

Data collected

4. We may collect the following Data, which includes personal Data, from you:
 - a. Information pertaining to the experience you and your loved one had engaging with Local Authorities, Care Home providers and groups such as the CQC and the Court of Protection
 - b. name
 - c. contact telephone number
 - d. email address
 - e. Date of birth for your loved one

in each case, in accordance with this privacy policy.

How we collect Data

5. We collect Data in the following ways:
 - a. data is collected automatically
 - b. data is given to us by you

Data that is given to us by you

6. The People’s Care Watchdog will collect your Data in a number of ways, for example:
- when you contact us through the Website, e-mail or through any other means;
 - when you complete one of the forms on our website
 - surveys that we use for research purposes (although you are not obliged to respond to them);
- in each case, in accordance with this privacy policy.

Data that is collected automatically

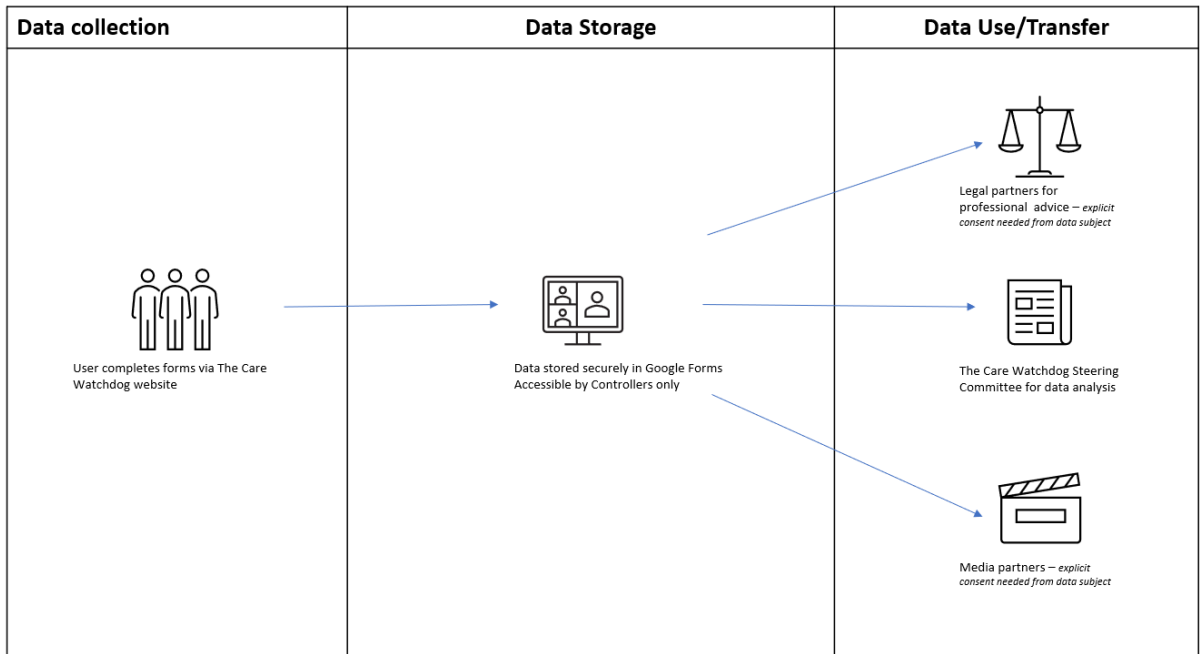
7. To the extent that you access the Website, we will collect your Data automatically, for example:
- we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.

How we use your data

The People’s Care Watchdog – how we manage/process data

Source	Personal Data elements	Reason	• Lawful basis for processing data	Handling	Security	Disposal	Consent Obtained	Subject over 13	Sensitive Data
The Care Watchdog Website	<ul style="list-style-type: none"> Name Email address Contact telephone number Ethnicity 	<ul style="list-style-type: none"> Internal record keeping - Create a campaign membership database to communicate with those who sign up to join the campaign Marketing - To share campaign updates and publications relevant to the campaign Demographic - To quantify the scale of ethnic and cultural needs not being in Care Homes 	<ul style="list-style-type: none"> Soft consent - user consent applies when user completes one of our forms Explicit consent – user explicitly consents to receiving Marketing materials via a tick box 	<ul style="list-style-type: none"> Data may be shared with our professional partners -only with data subject’s explicit consent <ul style="list-style-type: none"> Our legal advisers in the instance that you might want to pursue a legal claim Media partners to publicize story The Care Watchdog Steering Committee member to support analysis efforts 	<ul style="list-style-type: none"> Data stored securely via Google Forms – access is secured with passwords restricted to the Controllers. Extracted narrative file will be password protected and only shared with selected group of processors from our steering committee 	<ul style="list-style-type: none"> User can request data record be deleted via request to dedicated monitored email account Removal of data will be confirmed in reply Records will be kept on no longer than is necessary to fulfil the purposes outlined 	Y	Y	Y

The People's Care Watchdog – Data map



8 Any, or all of the above Data may be required by us in order to keep you fully informed on the latest status of our campaign and to communicate with you effectively. Specifically, Data may be used by us for the following reasons:

- a. internal record keeping for the Campaign membership database;
 - b. transmission by email of other relevant Campaign materials/updates
 - c. To quantify the scale of ethnic and cultural needs not being in Care Homes in each case, in accordance with this privacy policy.
9. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
10. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
- a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you completed one of our forms or contacted us for assistance). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
 - b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
 - c. if you are not satisfied about our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.

Who we share Data with

11. We may share your Data with the following groups of people for the following reasons:
 - a. our Campaign Steering group to support data analysis efforts
 - b. and/or professional advisors - only with your explicit consent to obtain advice from our legal advisers in the instance that you might want to pursue a legal claim or with our media professionals to publicise your loved one's story if you so wish;
- in each case, in accordance with this privacy policy.

Keeping Data secure

12. We will use technical and organisational measures to safeguard your Data, for example:
 - a. access to your Data is secured with passwords restricted to the Controllers.
 - b. we store your Data on secure servers.
13. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: "peoplescarewatchdog@gmail.com".

Data retention

14. We will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

Your rights

15. You have the following rights in relation to your Data:
 - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information.
 - b. **Right to erase** - the right to request that we delete or remove your Data from our systems.

To withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address "peoplescarewatchdog@gmail.com"

16. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.
17. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it by emailing us using the email address "peoplescarewatchdog@gmail.com"

Links to other websites

17. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Changes to this privacy policy

The People's Care Watchdog reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations. You may contact The People's Care Watchdog by email at "peoplescarewatchdog@gmail.com"