



MY CHOICE HEALTHCARE

PRIVACY POLICY

OCTOBER 2026



My Choice Healthcare Ltd is a limited company registered in England and Wales. We are also registered with the Information Commissioners Office.

We are regulated by:

- The Care Quality Commission (CQC) in England,
- The Care Inspectorate (CI) in Scotland,
- And the Care Inspectorate Wales (CIW).

We are committed to only using your personal information when necessary. This Privacy Statement explains how we handle your data in more detail.

WHAT IS PERSONAL DATA?

Personal data is a way to describe information about you, our Residents, our Colleagues and other people we interact with. It covers any information that is about you which allows you to be identified. Personal data covers simple information such as your name, email address, and phone number, but it also covers more detailed information such as reference numbers, your location, and other identifiers used by computers.

How we may collect your data:

We obtain personal data about you, for example, when:

- you request a proposal from us in respect of the services we provide;
- you, as a job seeker candidate apply for a role with us
- You as a client, engage us to provide our services to you and also for the duration of those services;
- you contact us by email, telephone, post or social media (for example when you have a query about our services); or from third parties and/or publicly available resources.

The kind of information we hold about you:

The information we hold about you may include the following:

- your personal details (such as your name; address, contact telephone number, email address);
- details of contact we have had with you in relation to the provision, or the proposed provision, of our services;
- details of any services you have received from us;
- our correspondence and communications with you;
- information about any complaints and enquiries you make to us;
- information from research, surveys, and marketing activities;
- information we receive from other sources, such as publicly available information, information provided by you, your employer, our clients or information from our networking affiliated organisations.
- Financial information, such as how your care is paid for, and any past payments you have will have made.
- Information about you and your family, such as your next of kin, your partner or spouse, your children and how to get in touch with them.
- Information about your preferences and interests, such as hobbies, likes and dislikes, routines, and habits.
- Visual images, such as copies of identification and photographs of you.
- Details of any services you have received from us in the past.

- Information we receive from other sources, such as government departments and your doctor or other healthcare professionals.
- Dates and times of visits your family have made to you.
- Letters we have sent to you or your family about you.

Collecting sensitive information about you

We may also need to collect some information about you which is particularly sensitive. This type of information is called special category personal data. The law says we can only collect and use this kind of information for very specific legal reasons, such as providing your care and helping other organisations with their functions, such as safeguarding.

We will only collect and use this information where it is essential for our work. Types of special category personal data that we may collect and use:

- Information about your health that is used to provide you with appropriate care and treatment when living in our care homes.
- Information about your views and beliefs.
- Information about your cultural identity.
- Information about your relationships.
- Information that is about who you are.

Collecting information from other people

Sometimes, we may need to collect your data from other people.

These will include:

- Government departments.
- National regulators.
- The National Health Service (NHS), your doctor and healthcare providers.
- Organisations responsible for funding and organising care.
- The Emergency services.
- Our suppliers and local services

How we use Personal Data we hold about you

We may process your personal data for purposes necessary for the performance of our contract with you, as a Resident, job seeker or a client, and to comply with our legal obligations.

We may process your personal data for the purposes necessary for the performance of our contract with you.

We may process your personal data for the purposes of our own legitimate interests provided that those interests do not override any of your own interests, rights and freedoms which require the protection of personal data. This includes processing for marketing, business development, statistical and management purposes.

We may process your personal data for certain additional purposes with your consent, and in these limited circumstances where your consent is required for the processing of your personal data then you have the right to withdraw your consent to processing for such specific purposes.

Please note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data.

Other situations in which we will use your personal data

The information will form part of your care plan, which will sometimes be held on a computer. People will only be allowed to access your information when they are involved in your care, or they have other legitimate reasons to do so.

Your personal information can be used for any of the following purposes:

- Providing and managing your account.
- Supplying our services to you.
- Your personal details are needed for us to enter a contract with you.
- Disclosing information to an appropriate regulator to inform them of certain incidents as required under the law.
- Communicating with you. This may include responding to emails or telephone calls from you.
- Disclosing information to a Coroner, the Police or Safeguarding where they need to conduct a formal investigation.
- Supplying you with information about our services by email and/or post.

Data retention

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it is collected. When assessing what retention period is appropriate for your personal data, we take into consideration:

- the requirements of our business and the services provided;
- any statutory or legal obligations;
- the purposes for which we originally collected the personal data;
- the lawful grounds on which we based our processing;
- the types of personal data we have collected;
- the amount and categories of your personal data; and
- whether the purpose of the processing could reasonably be fulfilled by other means.

Change of purpose

Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose.

Should it be necessary to use your personal data for a new purpose, we will notify you and communicate the legal basis which allows us to do so before starting any new processing.

Data sharing

Why might you share my personal data with third parties?

We will share your personal data with third parties where we are required by law, where it is necessary to administer the relationship between us or where we have another legitimate interest in doing so.

Which third-party service providers process my personal data?

“Third parties” includes third-party service providers. The following activities are carried out by third party service providers: payroll, IT and cloud services, professional advisory services and bodies (Accountants and qualification checks), administration services, marketing services and banking services.

All of our third-party service providers are required to take commercially reasonable and appropriate security measures to protect your personal data. We only permit our third-party service providers to process your personal data for specified purposes and in accordance with our instructions.

Data security

We have put in place commercially reasonable and 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 data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Rights of access, correction, erasure, and restriction

Your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Should your personal information change, please notify us of any changes of which we need to be made aware by contacting us, using the contact details below.

Your rights in connection with personal data

Under certain circumstances, by law you have the following rights, in line with the Information Commissioners (ICO's) guidelines (these can be located <https://ico.org.uk/for-organisations/guide-to-data-protection/>).

These are:

- Request access to your personal data. This enables you to receive details of the personal data we hold about you and to check that we are processing it lawfully;
- Request correction of the personal data that we hold about you;
- 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 exercised your right to object to processing (see below);

- 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 basis. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal data to you or another data controller if the processing is based on consent, carried out by automated means and this is technically feasible.

If you want to exercise any of the above rights, please email our Data Protection Officer.

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 for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

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

Right to withdraw consent

To the extent that the legal basis we are relying on for processing your personal data is consent, you are entitled to withdraw that consent at any time. To do so please contact the data protection point of contact.

This does not affect the lawfulness of processing based on your consent before you withdrew it; and you have the right to complain to the ICO if we have been unable to resolve your query.

Complaining to a supervisory authority

If you think that our processing of your personal data infringes data protection laws, you can lodge a complaint with a supervisory authority responsible for data protection or the Information Commissioners Office - <https://ico.org.uk/concerns>

Other websites

Our website contains links to other websites. This privacy policy only applies to the My Choice Healthcare Limited website, so when you link to other websites you should review their own privacy policies.

Changes to our Personal Data Statement

Any changes we may make to our privacy notice in the future will be updated on our website. This privacy notice was last updated on 13th of October 2026.

Use of Artificial Intelligence (AI) and External Chat Platforms

All employees of My Choice Healthcare are prohibited from using artificial intelligence (AI) tools, including ChatGPT, Copilot and other external AI chat platforms, for any work-related purposes without prior written authorisation from the Chief Executive Officer, Bethan Evans.

Employees must not enter, upload, share or process any company information, documents, correspondence, personal data, confidential information or information relating to residents, staff or business operations through any AI platform unless expressly authorised in advance.

This restriction applies to all work-related activities, including drafting emails, preparing reports, analysing information and producing documents.

Any unauthorised use of AI tools or disclosure of company information through these platforms may constitute a breach of the Company's Data Protection and Confidentiality Policies and may result in disciplinary action.

Prior written approval from the CEO must be obtained before any AI tool is used for work-related purposes.

How to contact us

Please contact us if you have any questions about this statement or information, we hold about you.

Our Data Protection Officer's contact details are:

Desley Beaman – Executive Director of Operations, who can be contacted via email: Desley.Beaman@mychoicehealthcare.co.uk