

# Privacy & data policy for marketing purposes

At Country Court we are strongly committed to protecting and respecting your personal data and handling it responsibly.

This Privacy and Data Policy aims to give you information on how we collect and process your Personal Data. It is also intended to inform you about the choices you have regarding our use of, and your ability to correct, that Personal Data.

We encourage you to read this Privacy and Data Policy in full.

## Controller and Processor

Country Court Care Group Limited is a UK-based nursing and residential care services provider.

We have appointed a data protection office (DPO) who is responsible for overseeing questions in relation to the privacy policy. If you have any questions about this privacy policy, including requests to exercise your legal rights, please contact the DPO by email to [dpo@countrycourtcare.com](mailto:dpo@countrycourtcare.com) or by post to Country Court, Millennium House, Dukesmead Industrial Estate, Werrington, Peterborough, PE4 6ZN.

If you have any concerns about the use of your information, you also have the right to file a complaint with the Information Commissioner's Office (ICO), the UK's data protection supervisory authority, at any time ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the opportunity to address your concerns before you approach the ICO, so please contact us in the first instance.

## How do we collect information from you?

When you inquire about our care services, use our website, or become a resident in one of our care homes, we collect information about you. We also collect information when you complete customer surveys or provide feedback on our services voluntarily.

As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

We may receive personal data about you from various third parties or public sources including analytics providers such as Google (based outside the UK). Search information providers such as Google and Microsoft (based outside the UK). Social network providers such as Facebook, Instagram, SnapChat, TikTok and LinkedIn (based outside the UK).

## What types of information do we collect from you?

Personal data or personal information can be any information about an individual that can be used to identify that person. We may collect, use, store, and transfer various types of personal data about you, which we have classified as follows:

**When you enquire about our care services** - Name, address, phone, and email are all examples of personal information.

**When you access the Country Courts website or engage with our digital marketing communications**

- Any personally identifiable information you knowingly provide us with via phone calls, forms, or email, such as your name, address, phone numbers, and email address. We collect information from you in order to respond to your requests and communicate with you.
- Emails we send you (if you choose to receive email updates) may contain information about your preferences and usage of email updates.
- Your IP Address: This is a string of numbers unique to your computer that our web server records whenever you request any page or component on the website. This information is used to track how you use the website.
- We use Google Analytics, which means that if you call us directly from our Site, our Facebook page, Google, or an online ad, we can combine information gathered during that call with information gathered during your browsing session. This allows us to better understand our customers' experiences and tailor the sales experience to both parties.
- We do not collect any Special Categories of Personal Data about you (this includes details about your 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). Nor do we collect any information about criminal convictions and offences.

## **How we use the information about you?**

- We may use your personal information to send you marketing information about services in which you may be interested if you have previously agreed to receive it. You have the option to opt out of receiving this information at any time.
- We may deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising served to you. This is necessary for legitimate interests for running the business, provision of IT and administration services and network security.
- We use data analytics to improve our website, products and services, marketing, customer relationships and experiences. This is necessary to define types of customers for our services and keep our website relevant and updated.
- On our website, we use cookies to collect information that will help us present and improve our services. More information is available in the "Cookies" policy on our website.

## **How your data is processed, stored, and safeguarded**

- We take your personal data's privacy and security very seriously. We ensure that your data is handled with the utmost care by having clear internal policies and procedures, physical security on our premises, and IT security technologies to prevent unauthorised access, damage, and loss.
- We ensure the highest level of privacy and security in accordance with UK Data Protection Laws by only storing the personal information we collect from you inside the European Economic Area (EEA).
- Telephone calls may be recorded for quality and training purposes. Our inbound calls and associated data capture are processed securely by a contracted third party, Yo Telecom, who adheres to our standards with extended data protection and detection systems. This software is used to improve the sales experience for both parties.

## **How long will we keep your personal information?**

- We will only keep your information for as long as is necessary to fulfil the purposes for which it was collected, including any legal, contractual, or reporting requirements. The length of time we keep the data is governed by law and is largely determined by necessity. When your data is no longer needed, it will be securely destroyed.
- When keeping your data is no longer necessary, you can ask us to delete it.
- We reserve the right to determine what data we must maintain in order to fulfil our legal and contractual obligations to you, while at all times remaining in compliance with the law and acting reasonably.
- For research and analysis purposes, we may anonymize your personal information (making it impossible to identify you), in which case we may continue to use it without further informing you for as long as we see fit.
- You have the right to revoke your consent whenever we process data that is solely based on it.

## **Feedback and market analysis**

- We are dedicated to safeguarding the privacy of all individuals whose personal information we collect for research purposes. This includes all research participant data stored by Country Court Care Group Limited and made available to market research partners. Any third party that receives personal information is required to adhere to the same privacy safeguards as Country Court Care Group Limited.
- All responses to our survey are kept strictly confidential. We collect data in our studies solely for research purposes, and we will only use that information for that purpose. Unless permission is expressly granted by research participants, no entity will use research participant responses to aid in sales or marketing activities.
- Participation in research is entirely voluntary, and participants always have the option to decline participation or "opt out" of the study after agreeing to participate. We do not collect personal information without the consent of research participants.
- We provide research participants with access to the personal information we have collected about them upon their request. We correct any incorrect or incomplete information, change their consent status, or delete their personal information.

## **Marketing**

- We would like to send you information about our services that you might find interesting.
- You have the right to ask us at any time to stop using your information to get in touch with you for marketing purposes or sharing it with businesses in the Country Court Care Group Limited.
- If you have recently contacted us about our services, or if you are a current customer or resident, we may contact you to obtain your permission to continue sending you marketing information. Please contact us at [marketing@countrycourtcare.com](mailto:marketing@countrycourtcare.com) or 01733 571951 if you no longer wish to be contacted for marketing purposes.

## **Correction and access to your information**

- You have the right to obtain a copy of the information we have on file for you. Please email or write to us at the address listed in the "How to Contact Us" section below if you would like a copy of some or all of your personal information.

- We make every effort to respond to all legitimate requests within a month. If your request is particularly complex or you have made a number of requests, it may take us longer. In that case, we'll notify you and keep you up to date.
- You are entitled to receive a copy of your personal data within one calendar month of the date we receive your request and after we have confirmed your identity. There is no fee associated with this access, and you won't be charged for it.
- We want to ensure that your personal information is current and accurate. You may request that we correct or remove information that you believe is incorrect.
- Before we share your personal data with you or your representative, we may require identification.

## Processing Request Restriction

You have the right to request that we suspend the processing of your personal data in the following circumstances:

- Where you want us to verify the accuracy of the data,
- Where our use may be illegal, but you do not want us to delete it,
- Where you need us to keep the data even if we no longer need it because you need it back to establish and exercise any legal claims; or you have objected to our use of your data but need to verify whether we can lawfully use it.

**If possible, we will inform any third parties to whom your data has been disclosed of your requirement.**

## Modifications to our privacy policy

- Any updates to our privacy policy will be posted on this website. We review it frequently.
- This policy was last updated in June 23. Any updates we have made are in line with the current Data Protection Laws in the United Kingdom.

## How to contact us

If you have any questions about our privacy policies or the information we have on file for you, please contact us.

Data Protection Officer  
Country Court  
Millennium House  
102 Dukesmead Industrial Estate  
Werrington  
Peterborough  
PE4 6ZN

Or via email on [dpo@countrycourtcare.com](mailto:dpo@countrycourtcare.com)