

PRIVACY POLICY

Abycare Agency Limited



At Abycare Agency Limited., we understand the importance of privacy and are deeply committed to safeguarding the personal data of our clients, their families, and visitors to our website. This commitment extends to every interaction with our services, whether through our online platform at <https://abycare.co.uk> or through our adult social care services. This privacy policy serves to provide you with a clear understanding of how we handle the information you entrust to us and outlines the measures we take to ensure its protection.

Information We Collect

At Abycare Agency Limited., we adhere to strict protocols when collecting and handling personal data to ensure the privacy and security of our clients and website visitors. The information we collect falls into three main categories:

1. Personal Information:

When you reach out to us through our website, we may collect various types of personal information to facilitate communication and address your inquiries effectively. This may include:

- **Name:** We collect your name to address you appropriately and personalise our responses.
- **Contact Details:** Your email address and phone number enable us to respond to your queries and provide assistance promptly.
- **Message Content:** Any additional information you choose to include in your message helps us understand your needs and requirements better.

We understand the sensitivity of personal information and handle it with the utmost care and confidentiality.

2. Client Information:

As a provider of adult social care services, we gather detailed personal information about our clients to deliver tailored care and support solutions. This includes, but is not limited to:

- **Identification Details:** We collect basic identification information such as the client's name, address, and date of birth to maintain accurate records and ensure seamless service delivery.
- **Medical History:** Understanding our clients' medical history is crucial for providing appropriate care and support tailored to their individual needs. This may include information about existing health conditions, medications, allergies, and previous medical procedures.
- **Care Requirements:** We gather data on our clients' specific care requirements, preferences, and any additional support they may need to ensure their well-being and comfort.

The collection of client information is conducted with the utmost sensitivity and in compliance with relevant data protection regulations.

3. Website Usage Data:

In addition to personal information, we may collect non-personal data related to your interactions with our website. This includes:

- **IP Address:** Your IP address provides us with general geographical information and helps identify potential security threats.
- **Browser Type:** We collect data on the type of browser you use to access our website, which aids in optimising compatibility and the user experience.
- **Referring/Exit Pages:** Information about the pages you visit before and after interacting with our website assists us in analysing user behaviour and improving site navigation.
- **Operating System:** Data on your operating system helps us ensure compatibility and functionality across different platforms.

This website usage data is collected through cookies and similar technologies and is used for analytical purposes to enhance the performance and usability of our website.

How We Use Your Information

At Abycare Agency Limited., the information collected from our clients and website visitors is utilised with the utmost care and consideration. We employ various methods to ensure that your data serves its intended purpose effectively:

1. To provide services:

The personal information we gather is fundamental to delivering our adult social care services with precision and empathy. By understanding our clients' unique needs, medical histories, and care requirements, we can tailor our services to provide the highest level of care and support. This includes administering medication, assisting with daily activities, and fostering an environment conducive to our clients' well-being and independence.

2. Communication:

Your contact information allows us to maintain open lines of communication with you. Whether you've reached out to us through our website or directly engaged with our services, we use your provided details to respond to inquiries promptly, address concerns, and provide updates about our services. Additionally, we may periodically share relevant information and resources that we believe may be of interest to you, helping to enhance your overall experience with Abycare Agency Limited.

3. Website Improvement:

Non-personal information collected through website usage data plays a vital role in refining and enhancing our online platform. By analysing trends, user behaviour, and preferences, we gain valuable insights into how visitors interact with our website. This enables us to optimise website functionality, streamline navigation, and tailor content to better meet the needs and expectations of our audience. Our goal is to create a seamless online experience that facilitates easy access to information and resources related to our services.

4. Legal Obligations:

While we prioritise protecting your privacy, there are instances where we may be required to disclose personal information to meet legal obligations or protect our legal rights. This includes situations where disclosure is necessary to comply with applicable laws, regulations, or legal processes, or to respond to valid requests from law enforcement authorities. In such cases, we ensure that any disclosure is made in accordance with relevant legal requirements and safeguards the privacy and rights of individuals to the fullest extent possible.

Data Security:

At Abycare Agency Limited., safeguarding the confidentiality and integrity of the personal information entrusted to us is of paramount importance. To ensure the highest level of data security, we employ a comprehensive array of technical and organisational measures. These measures include:

- **Secure Servers:** We utilise state-of-the-art servers equipped with advanced security protocols to safeguard against unauthorised access and data breaches.
- **Encryption:** All sensitive data, both in transit and at rest, is encrypted using industry-standard encryption algorithms. This ensures that even if intercepted, the data remains unintelligible to unauthorised parties.
- **Access Controls:** Access to personal data is strictly limited to authorised personnel who require it to perform their duties. Access controls, including user authentication mechanisms and role-based permissions, are implemented to prevent unauthorised access to or misuse of data.

By implementing these robust security measures, we strive to maintain the confidentiality and security of the personal information we collect and store.

Data Retention:

We adhere to a clear data retention policy designed to ensure that personal information is retained only for as long as necessary to fulfil the purposes for which it was collected. Once the original purpose has been fulfilled and there is no legitimate reason to retain the data, we securely destroy or delete it in accordance with industry best practices and applicable legal requirements. This helps minimise the risk of unauthorised access to or misuse of outdated or unnecessary data.

Third-Party Disclosure:

We are committed to protecting your privacy and do not disclose your personal information to outside parties without your explicit consent, except in specific circumstances:

- **Legal Obligations:** We may be required to disclose personal information when compelled by law or legal processes, such as in response to a court order or subpoena.
- **Trusted Third Parties:** In some cases, we may engage trusted third-party service providers to assist us in operating our website and conducting our business. These third parties are bound by strict confidentiality obligations and are only granted access to personal information to the extent necessary to perform their designated tasks.

We do not sell, trade, or otherwise transfer your personal information to external parties for commercial purposes without your consent.

Your Rights:

As a valued client or website visitor, you have certain rights regarding your personal information:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Update:** You can request updates or corrections to inaccuracies in your personal information.
- **Deletion:** You have the right to request the deletion of your personal information under certain circumstances, such as when it is no longer necessary for the purposes for which it was collected.

If you wish to exercise any of these rights or have concerns about how we handle your data, please don't hesitate to contact us using the information provided below. We are committed to addressing your concerns promptly and ensuring that your privacy rights are respected at all times.

Changes to this Privacy Policy:

At Abycare Agency Limited., we are committed to maintaining transparency and keeping you informed about how we handle your personal information. As part of this commitment, we reserve the right to update and modify this privacy policy as needed to reflect changes in our practices, legal requirements, or advancements in technology. Any updates or revisions to this policy will be promptly communicated to you. Here's how we handle changes:

- **Notification:** Whenever we make changes to this privacy policy, we will post the updated version on this page. This ensures that you are aware of any modifications to our data handling practices.
- **Effective Date:** The revised privacy policy will become effective as of the date it is posted on our website. By continuing to engage with our services or use our website after the updated policy is in effect, you acknowledge and consent to the revised terms.

We encourage you to review this privacy policy periodically to stay informed about how we collect, use, and protect your personal information.

Contact Us:

Your privacy is important to us, and we are dedicated to addressing any questions or concerns you may have about our privacy policy or the handling of your personal information. If you have inquiries or require further clarification, please don't hesitate to reach out to us using the contact information provided below:

Contact Information: info@abycare.co.uk

Our team is here to assist you and ensure that your privacy rights are respected and upheld in accordance with applicable regulations and best practices.

By using our website and services, you agree to the terms of this privacy policy.

Created: 16th May 2024

Reviewed By: Charity Pepuzani (Director)

Next Review Date: 16th May 2025