

# Privacy Policy

Updated: 13 February 2025

## About This Policy

Inna Care Ltd and its subsidiaries, divisions, and affiliates (sometimes referred to as “Inna Care,” “Company,” “us,” “we,” or “our”) have adopted this Privacy Policy (“Policy”) to explain how we collect, use, store, and protect personal information about you when you use our websites, mobile applications, social media, or communicate with us in other ways (collectively, the “Site”). We are committed to safeguarding your privacy and ensuring that your personal information is protected in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

## 1. Personal Information We Collect

We may collect the following categories of personal information ("Personal Data") depending on your interactions with us:

- Identifiers – name, postal address, email address, phone number, IP address, account name.
- Financial details – bank account details, payment card details.
- Special category data (only where necessary and with explicit consent) – health data, racial or ethnic origin, religious beliefs.
- Professional or employment information – job applications, employment records.
- Online activity – browsing history, device identifiers, interaction with our Site.
- Geolocation data – location when using our apps or certain services.
- Audio/visual information – recorded calls (where lawful), CCTV footage where applicable.

We do not collect more data than is necessary for the purposes described in this Policy.

## 2. How Long We Keep Your Information

We retain Personal Data only for as long as is necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, or reporting requirements. Retention periods are determined in line with our Data Retention Schedule and in compliance with UK GDPR.

## 3. How We Use Your Personal Information

We use your Personal Data to:

- Provide and manage services, including care services at home.
- Communicate with you about your care, enquiries, or account.
- Process payments and manage billing.
- Comply with legal and regulatory obligations (including CQC requirements).
- Improve our services and user experience.
- Conduct marketing activities (only where you have given consent).
- Ensure the safety and security of our clients, staff, and premises.

## 4. Lawful Basis for Processing

Under UK GDPR, our lawful bases for processing your Personal Data include:

- Consent – where you have given clear permission.
- Contract – where processing is necessary to provide our services.
- Legal obligation – where we are required to process data by law.
- Legitimate interests – where processing is necessary for our business purposes, and your interests do not override these.

## **5. Sharing Your Personal Information**

We may share your Personal Data with: • Our care staff and authorised personnel. • Service providers who support our operations (e.g., IT, payment processing, secure storage). • Regulators such as the Care Quality Commission (CQC). • Local authorities, NHS bodies, or social services involved in your care. • Professional advisers (e.g., solicitors, accountants). • Law enforcement agencies, if required. We will never sell your Personal Data to third parties.

## **6. Cookies and Tracking Technologies**

Our Site uses cookies and similar technologies to improve functionality and user experience. You can manage your cookie preferences via your browser settings. For more details, see our Cookie Policy.

## **7. Your Rights**

Under UK GDPR, you have the right to: • Access the personal data we hold about you. • Request correction of inaccurate data. • Request deletion of your data (subject to legal requirements). • Restrict or object to processing. • Data portability (receive your data in a machine-readable format). • Withdraw consent where processing is based on consent. To exercise these rights, please contact us using the details below.

## **8. International Transfers**

We will only transfer your Personal Data outside the UK where appropriate safeguards are in place in accordance with UK GDPR (e.g., Standard Contractual Clauses).

## **9. Security**

We use appropriate organisational and technical measures to protect your Personal Data. However, no online system can be guaranteed 100% secure.

## **10. Contact Us**

If you have any questions about this Policy or wish to exercise your rights, you can contact us at: Inna Care Ltd Email: [privacy@innacare.co.uk](mailto:privacy@innacare.co.uk) Tel: 01708 751 325 Address: 205 South Street, Romford, RM1 1QX You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk) or call 0303 123 1113.

## **11. Changes to This Policy**

We may update this Policy from time to time. Any significant changes will be communicated via our website or by email.