



NEW LIFELINE PRIVACY NOTICE – REDDITCH BOROUGH COUNCIL

Redditch Borough Council will collect personal information about you in order to provide the NEW Lifeline Telecare Service. The legal basis for this processing is the fulfilment of a contract; by signing up to the Telecare Service you are entering into a contract and we require the personal data requested to fulfil this contract. Health information is classed as ‘special category’ data, and is processed in accordance with Article 9(2)(h), health & social care purposes. The data collected is:

- Name
- Date of birth
- Gender
- Personal circumstances, e.g., bed ridden / lives alone. This list is not exhaustive
- Contact details
- Medical history
- Contact details of emergency contacts
- Direct debit information
- Assessment of conditions leading to installation
- Safeguarding or any health and safety issues identified during visits
- Calls to the Monitoring Centre are recorded

A 6-week Review will also form part of the initial sign-up along with annual checks and maintenance/miscellaneous visit reports on receipt of a critical/non-critical fault, as and when required.

If you chose to sign up to NEW Lifeline’s GPS Tracking/User Identification Agreement, the legal basis for processing is as above, and in addition to the information collected above, we also collect the following data:

- Monitoring of movement (with the possibility of an agreed area ring fenced for freedom of movement)
- Photographic images

When you enter into the contract, you can opt to consent to us processing your personal information for other specified purposes such as:

- Fire Service Signposting
- Customer Satisfaction Survey.
- Annual Satisfaction Survey.
- Promotional material.
- Take part in consultations regarding the development of the service and the services provided.

Where you agree to be contacted, the data will be kept until it is either overwritten or until you no longer agree to be kept informed. If you chose not to consent to additional processing, this will not affect your rights, more of which can be found on our website. The service will be provided regardless of whether you chose to consent to us processing your data for the additional purposes above.

Where you enter into a NEW Lifeline Telecare service contract, information associated with this service will be kept for 1 year from termination of service. For transactional data, i.e., payment of invoices, this will be kept for 7 years under the Limitations Act 1980.

This information will be accessible by Telecare staff, the Monitoring Centre, your appointed emergency contacts, emergency services where appropriate and the partners who maintain the software associated with the service, and provide technical support under agreed restrictions. Information associated with charging for the service will be shared with Finance.

The TSA Integrated Code of Practice is a nationally recognised and independently inspected quality framework against which Redditch Borough Council and Bromsgrove District Council are accredited. Where data has to be provided to support our accreditation, this will be statistical information only and will not identify a living individual.

This information will not be shared/sold to any other service/organisation unless we have a duty to do so under law. This data will not be transferred outside of the EEA.

No decisions around this data are made by automated means.