

Alma Valley Healthcare - Privacy Policy

Effective Date: 12 May 2026

Company Name: Alma Valley Healthcare

Alma Valley Healthcare (“we”, “our”, or “us”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, share, and protect your personal information when you use our website, contact us, apply for employment, request care services, or communicate with us.

This policy has been prepared in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

1. Who We Are

Alma Valley Healthcare provides home care, live-in care, after-hospital support, visiting care, and staffing support services.

If you have questions about this Privacy Policy or how we handle your information, please contact us using the details below.

Contact Information

Alma Valley Healthcare

info@almavalleyhealthcare.co.uk

2. Information We Collect

We may collect and process the following categories of personal information:

A. Information You Provide Directly

When you contact us, complete forms, request services, book consultations, apply for employment, or communicate with us, we may collect:

- Full name
- Email address
- Phone number
- Home address
- Date of birth
- Emergency contact details
- Health or care-related information
- Service preferences
- Employment history and qualifications
- DBS and compliance documentation
- Messages, enquiries, and communications

B. Sensitive Personal Information

As a healthcare and care support provider, we may process special category data including:

- Health information
- Care requirements
- Medical conditions
- Accessibility requirements
- Background and safeguarding information

We only process this information where legally permitted and necessary for delivering safe and appropriate care services.

C. Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Website usage data
- Pages visited
- Date and time of access
- Cookies and tracking information

3. How We Use Your Information

We use personal information for the following purposes:

- Providing and managing care services
- Responding to enquiries and consultations
- Managing appointments and assessments
- Communicating with clients, families, and representatives
- Processing recruitment applications
- Conducting compliance and safeguarding checks
- Improving our website and services
- Maintaining safety and security
- Meeting legal and regulatory obligations
- Preventing fraud and unlawful activity
- Sending service-related communications

We will only use your information where we have a lawful basis to do so.

4. Lawful Bases for Processing

Under UK GDPR, we rely on the following lawful bases:

- Consent
- Performance of a contract
- Legal obligation
- Vital interests
- Legitimate interests
- Provision of health or social care

Where consent is relied upon, you may withdraw your consent at any time.

5. Sharing Your Information

We may share your information with:

- Healthcare professionals
- Social workers and local authorities

- Care staff and support workers
- Regulatory bodies
- DBS and compliance verification services
- IT and website service providers
- Legal and professional advisers
- Emergency services where necessary

We only share information where necessary, lawful, and appropriate safeguards are in place.

We do not sell your personal information to third parties.

6. Data Security

We take appropriate technical and organisational measures to protect your personal information against:

- Unauthorised access
- Loss or theft
- Misuse
- Disclosure
- Alteration
- Destruction

Our security measures may include:

- Secure digital systems
- Password protection
- Restricted staff access
- Confidentiality obligations
- Staff training on data protection
- Secure document storage

While we take reasonable steps to protect information, no online transmission or storage system can be guaranteed as completely secure.

7. Data Retention

We retain personal information only for as long as necessary to:

- Deliver care services
- Fulfil legal and contractual obligations
- Meet safeguarding and regulatory requirements
- Resolve disputes
- Maintain required records

Retention periods may vary depending on the type of information and legal obligations.

When information is no longer required, it will be securely deleted or destroyed.

8. Your Rights

Under UK data protection laws, you may have the right to:

- Access your personal information
- Request correction of inaccurate data
- Request deletion of your data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, please contact us using the details provided in this policy.

9. Cookies and Website Tracking

Our website may use cookies and similar technologies to:

- Improve website functionality
- Understand visitor behaviour
- Analyse website traffic
- Enhance user experience

You can manage or disable cookies through your browser settings.

If we use analytics or marketing tools such as Google Analytics, these services may collect anonymised usage information.

10. Recruitment and Employment Data

If you apply for a role with Alma Valley Healthcare, we may process:

- CVs and application forms
- Employment history
- Right to Work documentation
- DBS information
- References
- Training and qualification records

Recruitment information is processed for employment assessment, safeguarding, compliance, and legal obligations.

11. Children's Privacy

Our website and services are not intended for children under 13 without parental or guardian involvement.

Where care services involve minors, personal information will only be processed lawfully and with appropriate safeguarding measures.

12. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices, content, or security of external websites.

We encourage users to review the privacy policies of any third-party websites they visit.

13. International Data Transfers

Where personal information is transferred outside the United Kingdom, we will ensure appropriate safeguards are in place to protect your information in accordance with applicable data protection laws.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- Changes in legal requirements
- Regulatory updates
- Service improvements
- Operational changes

Any updates will be posted on this page with the revised effective date.

15. Contact and Complaints

If you have questions, concerns, or complaints about this Privacy Policy or how your information is handled, please [contact us](#).

If you remain dissatisfied, you have the right to contact the Information Commissioner's Office (ICO).

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk>

Phone: 0303 123 1113

Consent

By using our website or engaging with our services, you acknowledge that you have read and understood this Privacy Policy.