

# Website Privacy Policy

## Privacy & Cookie Policy

Last updated: 20/02/2026

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### 1. Who We Are

This website is operated by **Hebe Healthcare Limited** (“we”, “us”, “our”).

We are the data controller responsible for your personal data.

#### Registered Office:

78 Hill Street  
Birmingham  
B5 4AH  
United Kingdom

**Email:** [info@hebehealthcare.co.uk](mailto:info@hebehealthcare.co.uk)

If you have any questions about this policy or your personal data, please contact us using the details above.

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### 2. The Law We Comply With

We process personal data in accordance with:

- UK General Data Protection Regulation (UK GDPR)
  - Data Protection Act 2018
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### 3. What Personal Data We Collect

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

#### A. Information You Provide to Us

- Name
- Email address
- Telephone number
- Postal address
- Information submitted via website enquiry forms
- Referral details
- Any other information you choose to provide

#### B. Special Category Data (Health & Care Information)

As a supported living provider, we may receive and process:

- Health information
- Care requirements
- Vulnerability or support needs

- Referral documentation

This data is treated as special category data under UK GDPR and is processed only where:

- It is necessary for the provision of health or social care services;
- It is required in the substantial public interest; or
- We have obtained explicit consent.

Appropriate safeguards are applied to protect this data.

### **C. Information Collected Automatically**

When you use our website, we may automatically collect:

- IP address
  - Browser type
  - Device type
  - Pages visited
  - Time spent on pages
  - Referral source
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## **4. How We Use Your Personal Data**

We use personal data to:

- Respond to enquiries
- Manage referrals
- Provide supported living services
- Administer and improve our website
- Comply with legal and regulatory obligations
- Maintain business records
- Protect our legal rights
- Send marketing communications (where consent has been given)

We do not sell personal data.

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## **5. Lawful Basis for Processing**

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

<b>Purpose</b>	<b>Lawful Basis</b>
Responding to enquiries	Legitimate interests
Providing services	Contract
Maintaining records	Legal obligation
Marketing emails	Consent

<b>Purpose</b>	<b>Lawful Basis</b>
Website analytics	Consent
Processing care-related data	Health or social care provision / substantial public interest / explicit consent

You may withdraw consent at any time where we rely on consent.

## 6. Data Retention

We retain personal data only for as long as necessary:

- Website enquiries: up to 12 months
- Service user records: up to 6 years after services end (unless longer retention is legally required)
- Financial records: 6 years (for tax purposes)
- Marketing data: until consent is withdrawn

Data is securely deleted or anonymised when no longer required.

## 7. Sharing Your Information

We may share personal data with:

- IT and website hosting providers
- Professional advisers (legal, accounting)
- Regulators or public authorities where required
- Prospective purchasers of our business

All third parties are required to respect the security and confidentiality of your data.

We do not share personal data for third-party marketing purposes.

## 8. International Transfers

Some service providers (such as cloud storage or analytics providers) may process personal data outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place, such as:

- UK adequacy regulations; or
- Standard contractual clauses approved under UK data protection law.

## 9. Cookies

Our website uses cookies.

Cookies are small text files stored on your device when you visit our website.

### Types of Cookies We Use

### **Essential Cookies**

Required for the operation of the website.

### **Analytics Cookies**

We use Google Analytics to understand how visitors use our website. This helps us improve performance and user experience.

Analytics cookies are only used with your consent.

You can:

- Accept or reject non-essential cookies via our cookie banner
- Change your cookie preferences at any time
- Configure your browser settings to block cookies

Please note that disabling certain cookies may affect website functionality.

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## **10. Security of Your Data**

We implement appropriate technical and organisational measures to protect personal data, including:

- Secure systems and servers
- Access controls
- Password protection
- Restricted internal access
- Secure storage of care-related records

While we take reasonable steps to protect personal data, no method of transmission over the internet is completely secure.

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## **11. Your Rights Under UK GDPR**

You have the right to:

- Request access to your personal data
- Request correction of inaccurate data
- Request erasure (in certain circumstances)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with the supervisory authority

To exercise any of your rights, please contact us at [info@hebehealthcare.co.uk](mailto:info@hebehealthcare.co.uk).

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## **12. Complaints**

If you are unhappy with how we handle your personal data, you have the right to lodge a complaint with:

**Information Commissioner's Office**

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

We would, however, welcome the opportunity to address your concerns first.

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**13. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

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**14. Changes to This Policy**

We may update this Privacy & Cookie Policy from time to time. The most current version will always be available on our website.