

1: Privacy Notice

Document Control and Version Governance

Document Control Attribute	Operational Specification	Statutory & Regulatory Reference
Document Title	Public and Service User Privacy Notice	UK GDPR Articles 12, 13, and 14; Data Protection Act 2018
Document Reference	ROC-POL-001-PRIV	NHS Data Security and Protection Toolkit (DSPT) Standard 1
Operational Version	Version 2026.1 (Standalone Policy Document)	ISO 9001:2015 Quality Management System
Effective Operational Date	1 January 2026	Annual Executive Review Cycle
Next Statutory Review Date	January 2027	Care Quality Commission (CQC) Regulation 17 (Good Governance)
Data Controller Identity	River of Care Ltd (Company No. 11393673)	Companies House Registration (England and Wales)
Accountable Officer / DPO	Debora Bekele (RN, BSc), Registered Manager & DPO	ICO Entry: ZA761725; CQC Location ID: 1-5832715423

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Registered Office	Office 2, Security House, Paper Mill End, Birmingham, B44 8NH	Birmingham Local Authority Jurisdiction

1. Introduction and Scope

River of Care Ltd (formerly Morning Hope Homecare Provider Ltd) provides comprehensive community-based health and social care services across Birmingham and the West Midlands. Regulated by the Care Quality Commission (CQC) under Location ID 1-5832715423 with an overall rating of "Good," the organization delivers adult domiciliary visits, 24-hour supported living, live-in care, and specialist nurse-led clinical interventions. These clinical services include percutaneous endoscopic gastrostomy (PEG) feeding, complex wound management, stoma care, catheter management, and intravenous medication administration.

This Privacy Notice explains how River of Care Ltd collects, processes, protects, and retains personal data belonging to service users, their designated representatives, healthcare professionals, and staff members, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Categories of Personal Data Processed

The organization processes personal identifiers and special category health data necessary to provide personalized care and satisfy statutory requirements:

- **Service User Identifiers:** Full names, residential addresses, dates of birth, telephone numbers, NHS numbers, emergency contact details, and power of attorney authorizations.
- **Special Category Clinical Data:** Medical diagnoses, GP details, physical and mental health records, dietary requirements, mobility profiles, electronic

Medication Administration Records (eMAR), nursing logs, and individual care and support plans.

- **Advocate and Family Information:** Contact details, relationship to the client, legal guardianship status, billing and invoicing records, and correspondence logs.
- **Workforce Records:** Curriculum vitae, Disclosure and Barring Service (DBS) enhanced checks, Right to Work documentation, professional nursing qualifications, training matrices, payroll records, and sickness files.

3. Lawful Bases for Processing

River of Care Ltd relies on established statutory grounds under UK GDPR Articles 6 and 9:

Article 6: General Personal Data

- **Article 6(1)(b) (Performance of a Contract):** Processing is required to deliver agreed care packages, supported living arrangements, and clinical assessments.
- **Article 6(1)(c) (Compliance with Legal Obligation):** Compliance with statutory mandates, including the Health and Social Care Act 2008 (Regulated Activities Regulations 2014), the Care Act 2014, and CQC fundamental standards.
- **Article 6(1)(e) (Public Task):** Executing adult social care support commissioned through Birmingham City Council's Adult Social Care Directorate or NHS clinical frameworks.

Article 9: Special Category Data

- **Article 9(2)(h) (Health and Social Care):** Processing sensitive clinical, physiological, and medication records to provide direct community care and medical management.
- **Article 9(2)(c) (Vital Interests):** Disclosing life-saving medical details to emergency responders (paramedics, emergency department clinicians) when an individual is physically or legally incapable of providing consent.

- **Article 9(2)(b) (Employment and Social Protection):** Processing staff criminal record vetting and health suitability data under UK employment and social care legislation.

4. Multi-Agency Information Disclosures

Personal data is held confidentially and shared only with verified organizations involved in direct care delivery, contract oversight, or statutory safeguarding:

- **Primary and Secondary NHS Healthcare Providers:** General Practitioners, community district nurses, tissue viability specialists, speech and language therapists, and hospital discharge teams.
- **Emergency Services:** West Midlands Ambulance Service, NHS 111, and emergency response teams during critical incidents.
- **Commissioning and Safeguarding Authorities:** Birmingham City Council Adult Social Care Commissioning teams, social workers, and local safeguarding boards.
- **Regulators:** The Care Quality Commission (CQC) during formal regulatory reviews and inspections.
- **Authorized Technology Processors:** Providers of electronic care scheduling and digital eMAR software, operating under binding Data Processing Agreements in compliance with UK GDPR Article 28.

5. Data Retention Schedules

Record retention adheres to the NHS Records Management Code of Practice 2021:

Data Subject Classification	Categories of Records Retained	Mandatory Retention Term
Adult Service Users	Care plans, daily logs, eMAR charts, risk profiles, clinical assessments	8 years following the cessation of service or the date of death
Children and Young People	Pediatric nursing logs, developmental assessments, safeguarding notes	Until the individual reaches 25 years of age, or 8 years after death
Legal Advocates / Family	Correspondence, contracts, billing and invoice statements	Maintained concurrently alongside the primary care file
Employed Care Staff	DBS disclosures, personnel files, supervision records, payroll records	6 years following the formal termination of employment

6. Statutory Data Subject Rights

Under the UK GDPR, service users, advocates, and employees maintain enforceable legal rights:

- **Right of Access (Subject Access Request):** The right to obtain confirmation that data is processed and receive a copy of personal records free of charge within one calendar month.
- **Right to Rectification:** The right to request the prompt correction of inaccurate or incomplete clinical or demographic information.
- **Right to Erasure:** The right to request data deletion where statutory obligations (such as NHS clinical retention rules) do not require ongoing retention.

- **Right to Restriction of Processing:** The right to limit the processing of records while accuracy disputes are resolved.
- **Right to Object:** The right to object to processing grounded in legitimate interests or public tasks, subject to overriding clinical or legal imperatives.

7. Contact Details and Supervisory Authority Escalation

To exercise any data rights or raise an inquiry, contact the Data Protection Officer:

- **Data Protection Officer:** Mrs. Debora Bekele (RN, BSc), Registered Manager
- **Operating Address:** Office 2, Security House, Howard Centre, Paper Mill End, Birmingham, B44 8NH
- **Direct Telephone:** 0800 002 5467
- **Secure Email:** info@riverofcare.co.uk / safeguarding@riverofcare.co.uk

If concerns cannot be resolved directly, individuals have the right to lodge a complaint with the Information Commissioner's Office:

- **Supervisory Body:** Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- **Helpline:** 0303 123 1113
- **Registration Reference:** ZA761725 (Tier 1 Data Controller)