



## PDA Sense customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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### Contact details

Email

hello@pdasense.info

### What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery and third party referrals:**

- Names and contact details
- Gender

- Pronoun preferences
- Addresses
- Emergency contact details
- Photographs or video recordings
- Service use history
- Health information (including medical conditions, test results, allergies, medical requirements and medical history)
- Dietary information (including allergies and health conditions)
- Information about care needs (including disabilities, home conditions, dietary requirements and general care provisions)
- Information about work, home and living conditions
- Information about support requirements
- Information about lifestyle, interests or personal history
- Payment details (including card or bank information for transfers and direct debits)
- Website user information (including user journeys and cookie tracking)
- Information relating to compliments or complaints

We also collect or use the following information to **provide services and goods, including delivery and third party referrals:**

- Health information

We collect or use the following information to **receive donations or funding and organise fundraising activities:**

- Names and contact details
- Addresses
- Payment or banking details

- Donation history
- Tax payer information (for Gift Aid purposes)

We collect or use the following personal information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences
- Records of consent, where appropriate

We collect or use the following personal information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Records of consent, where appropriate

We also collect or use the following information for **research or archiving purposes**:

- Health information

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Financial transaction information
- Health and safety information
- Criminal offence data

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Correspondence

We also collect or use the following information for **dealing with queries, complaints or claims**:

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)

- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods, including delivery and third party referrals** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- • Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - Information is used in the legitimate interest of the service user whilst offering them support for their situation.
- Vital interests – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or

serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information to **receive donations or funding and organise fundraising activities** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- • Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - We use information for marketing purposes for the benefit of both ourselves and service users by drawing attention to services that may be of benefit to them.

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information to **comply with legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

## Where we get personal information from

- Directly from you
- Family members or carers
- Other health and care providers
- Social services
- Charities or voluntary sector organisations
- Schools, colleges, universities or other education organisations
- Publicly available sources
- Councils and other public sector organisations

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## How long we keep information

We will not keep information for longer than necessary for the purposes above.

We are required to keep some information for auditing and regulatory purposes. For example, we are required to keep financial information for at least seven years.

We will keep basic contact information and correspondence for five years unless you ask us to delete it sooner.

All other information will be deleted within one year of no longer being required.

## Who we share information with

Data processors

### **Microsoft Corporation**

This data processor does the following activities for us: All data, including emails, is held securely in the Microsoft365 environment in European data centres. Data is encrypted at rest and in transit. Access to the data is protected by multifactor authentication.

Others we share personal information with

- Care providers
- Organisations we need to share information with for safeguarding reasons
- Emergency services
- Relevant regulatory authorities
- External auditors or inspectors

- Organisations we're legally obliged to share personal information with
- Suppliers and service providers

## Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

**Organisation name:** Microsoft Corporation

**Category of recipient:** IT Service Provider

**Country the personal information is sent to:** European Union

**How the transfer complies with UK data protection law:** The country or sector has a UK data bridge (also known as Adequacy Regulations)

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

8 February 2025