

# Privacy Notice

## Ryecare



This Privacy Notice is designed to help you understand how and why Contact Ryedale processes your personal data. This notice should be read in conjunction with the Council's [Corporate Privacy Notice](#) and other purpose specific notices which can be found at the end of this page.

### Who are you?

Ryedale District Council is a 'Data Controller' as defined by Article 4(7) of the General Data Protection Regulation (GDPR).

The Council has appointed **Veritau Ltd** to be its Data Protection Officer. Their contact details are:

Information Governance Office  
Veritau Ltd  
County Hall  
Racecourse Lane  
Northallerton  
DL7 8AL  
[DPA@ryedale.gov.uk](mailto:DPA@ryedale.gov.uk) // 01609 53 2526

### What Personal Data of mine do you collect?

We will need to use and collect your personal data and special category personal data. This will include names, addresses, date of birth, medical information, bank details, key safe codes, contact details of emergency responders, next of kin information.

### What is the purpose of collecting my Personal Data?

To enable the lifeline service to get the help needed for you in the event of an emergency situation when a call has been triggered through your lifeline unit.

### Who do you share this data with?

Emergency responders nominated by you, or a responder who is a partner of the council if your responders are unable to attend to help you. If we feel extra help is needed, we may work jointly with third party organisations. These organisations may have access to your personal data in order to assist with supporting you to continue to live independently in your own home.

Third parties include:

Emergency services, Paramedics or Fire service;

Yorkshire Ambulance Service (YAS);  
Your appointed contacts such as family members, friends, next of kin, etc.  
(These will be agreed with you in advance of sharing information).

### How long do you keep this data for?

Data held	Retention period
Clients' personal files	For as long as the service user remains a user of the Ryecare service.

### What is your legal basis for processing this data?

#### Lawful basis for processing personal data under Article 6 GDPR

The processing is necessary for this reason:

Processing is necessary for compliance with a legal obligation to which the controller is subject;

Processing is necessary in order to protect the vital interests of the data subject or of another natural person;

#### Additional condition for processing special category data under Article 9(2) GDPR

Special category personal data may be processed if:

Processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject;

Or, in regards to sharing information with your appointed contacts only:

The data subject has given explicit consent to the processing of those personal data for one or more specified purposes, except where Union or Member State law provide that the prohibition referred to in paragraph 1 may not be lifted by the data subject.

**For More information about how the District Council uses your data, including your privacy rights and the complaints process, please see our [Corporate Privacy Notice](#).**