



## **ASUS CARE UK LIMITED**

### **PRIVACY AND COOKIE POLICY**

Asus Care UK Limited is committed to respecting and protecting the privacy of our clients, carers and all visitors to our website and maintaining the security and confidentiality of any personal information received.

This Privacy and Cookie Policy, together with our Terms and Conditions sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Whenever you provide us with your personal information by completing the contact us form, posting a review or an email link, we are committed and legally obliged to use your information in line with all laws concerning the protection of personal information including the General Data Protection Regulations (GDPR) which came into effect on the 25th May 2018.

By using the Asus Care UK Limited website you are agreeing to the policies detailed below.

#### **What information do we collect?**

Due to the nature of our business, you may give us personal information about yourself or your loved one when filling in any website form. This information may include:

First Name

Surname

Address/Post Code

Phone Number

Email Address

Any other personal information relating to you or a family member.

We collect this information to process your enquiry and to provide you with information that you request from us.

To communicate with you, your representatives and any appropriate external social or health care professional about your individual needs and personalise the service delivered to you.

We will not disclose your personal information to any third party without your consent.

#### **How do we collect this information?**

- When you complete a website form you provide us with your personal information.
- When you email us using the link on our website.
- Through the use of cookies.

#### **Cookies?**

##### **What is a cookie?**

A cookie is a small text file that a website saves on your computer or mobile device that allows the website to recognise and remember you, your actions and preferences as you browse



through the website and your login details if you tick the 'remember me' option when logging in to a website.

Most websites use cookies in order to make them work more efficiently. They enhance the website and provide you with a better browsing experience.

### **What types of cookies do we use?**

We use two cookies – a session cookie and a permanent cookie.

A session cookie is a cookie that is stored in temporary memory for the duration of the current browsing session. It does not collect information from your computer or to personally identify the user. Once the browser is closed the session ends and the cookie is deleted.

A permanent cookie is a cookie that is stored on a user's hard drive until it expires or until the user deletes the cookie. Permanent cookies are used to collect identifying information about the user, such as web browsing behaviour or user preferences for a specific website.

### **How do we use cookies?**

Cookies provide us with your navigational data, what pages you visited and your actions when visiting our website. This information helps us understand how you use our website so we can develop and improve the design, layout, content and function of the website.

Cookies do not capture or track any personal information and cannot identify you as an individual. They are not used for any purpose other than those described here.

Your consent to the use of cookies can be withdrawn at any time.

You can delete or block these cookies, but if you do some features on this site may not work as intended.

### **How do we keep this information safe?**

The confidentiality and security of your information is of paramount importance to us. We have appropriate organisational and technical security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of the data transmitted to our site; any transmission of your data is at your own risk. Once we



have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **How long is this information kept?**

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

We will retain data strictly within time limits permitted by law. These will be modelled around the Department of Health “Data Retention Guideline for Records Retention”.

### **Your rights**

Under the GDPR you have important rights free of charge. In summary, those include rights to:

- Fair processing of information and transparency over how we use your use personal information.
- Access to your personal information and to certain other supplementary information.
- Require us to correct any mistakes in your information which we hold.
- Require the erasure (i.e. deletion) of personal information concerning you, in certain situations. Please note that if you ask us to delete any of your personal information which we believe is necessary for us to comply with our contractual or legal obligations, we may no longer be able to provide care and support services to you.
- Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations.
- Object at any time to processing of personal information concerning you for direct marketing.
- Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you.
- Object in certain other situations to our continued processing of your personal information.
- Otherwise restrict our processing of your personal information in certain circumstances.
- Claim compensation for damages caused by our breach of any data protection laws.

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner’s Office (ICO) on individuals’ rights under the General Data Protection Regulation.

### **Links**

Our site may contain links to and from websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any



responsibility of liability for their policies. Please check their policies before you submit any personal data to these websites.

### **Changes to our privacy policy**

Our privacy policy may be updated at any point in the future. Any changes we make to our privacy policy will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

### **Complaints**

Whilst we hope that you do not feel the need to complain about how we protect your information, we would invite you to contact us in the first instance using the address details below.

### **Contact Us**

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy.

Asus Care UK Limited  
61 Louvain Way, Watford, Hertfordshire, WD25 7EP, United Kingdom  
Phone: 0745 397 5923  
Email: [info@asuscareuk.com](mailto:info@asuscareuk.com)

### **Data Protection Officer**

Kate Evans  
Phone: 0745 397 5923  
Email: [kate@asuscareuk.com](mailto:kate@asuscareuk.com)

*Asus Care UK Limited  
Version 5-2026*