



Lion Care Home Ltd      C/o  
Allesley Hall

23 Marsham Way  
Gerrards Cross, SL9 8AB  
024 7667 9977

# Privacy Notice

**Lion Care Home Ltd (trading as Allesley Hall Care Home)**

**Last updated: January 2026**

## 1. Who we are

Lion Care Home Ltd operates Allesley Hall Care Home. We are registered in England and are the **Data Controller** for the personal information we collect and use.

If you have any questions about this privacy notice or how we use your information, you can contact us using the details at the end of this notice.

## 2. What information we collect

We collect personal information when you contact us, make an enquiry, visit our website, or otherwise interact with us.

This may include:

- Your name
- Contact details such as phone number and email address
- Information you provide in an enquiry or message
- The source of your enquiry (for example our website, carehome.co.uk, or advertising)
- Information about a prospective resident, such as their name
- High-level notes about your enquiry and its outcome

We do not ask for or intentionally collect medical or clinical information at the enquiry stage.

## 3. How we use your information

We use your personal information to:

- Respond to enquiries and requests
- Arrange viewings or follow-up calls
- Manage and track enquiries
- Understand how people find our services
- Improve our marketing and communications

- Support occupancy planning and service improvement

Your information is **not used for automated decision-making**.

#### **4. Lawful basis for using your information**

We use your personal information under the lawful basis of **legitimate interests**.

This means:

- We have a genuine business need to manage enquiries and communicate with you
- The use of your information is expected and reasonable
- Your rights and interests are respected

Where consent is required for specific activities, such as optional marketing communications, we will ask for this separately.

#### **5. Who we share your information with**

We may share your information with:

- Trusted third-party service providers who support us with enquiry management and marketing analysis
- Digital marketing partners who help us understand and improve how enquiries are generated

These organisations act on our instructions only and are required to keep your information secure and confidential.

We do not sell your personal data.

#### **6. How long we keep your information**

We keep enquiry information only for as long as necessary and in line with our retention policies.

If your enquiry does not progress, your information will be securely deleted after a reasonable period.

#### **7. How we keep your information safe**

We take appropriate technical and organisational measures to protect your personal information, including:

- Restricted access to systems
- Staff training on confidentiality and data protection
- Secure digital systems
- Regular review of access and processes

#### **8. Your rights**

You have rights under UK GDPR, including the right to:

- Access your personal information
- Ask for incorrect information to be corrected
- Request deletion of your information
- Object to how your information is used
- Ask us to restrict processing in certain circumstances

To exercise your rights, please contact us using the details below.

## **9. Complaints**

If you have concerns about how we use your information, we encourage you to contact us first so we can address them.

You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: [www.ico.org.uk](http://www.ico.org.uk)

## **10. Contact us**

Address: Allesley Hall Dr, Coventry CV5 9AD

Email address: [manager@allesleyhallcare.co.uk](mailto:manager@allesleyhallcare.co.uk)

Phone: 024 7667 9977

Warm Regards,

Allelsey Hall Care Home