Interim Privacy Policy

Website visitors and enquiries | Last updated 5 October 2026

Cedar Trust Care Homes respects your privacy. This notice explains how personal information is handled when you visit www.cedartrust.co.uk, contact us about our homes, arrange a visit or make a recruitment enquiry. It provides interim website privacy information while a fuller notice is prepared. Your data protection rights continue to apply throughout.

1 Who we are and how to contact us

Cedar Trust Care Homes is the name used for our care services in Gloucestershire. Our head office coordinates website enquiries and privacy requests, including requests concerning Bredon View, Chargrove Lawn, Magnolia House, Parton House and Redlands Acre. It can identify the legal operator responsible for a particular home or enquiry.

Cedar Trust Care Homes - Head Office
Cedar Lodge, Grange Road, Northway
Tewkesbury, Gloucestershire, GL20 8HZ
Email: info@cedartrust.co.uk
Telephone: 01684 290 666
Website: www.cedartrust.co.uk

Please mark written privacy enquiries “Data protection”. You can also contact us by telephone if you need help understanding this notice or making a request.

2 What information we collect

Depending on how you contact us, information may include your name, email address, telephone number, preferred home, visit arrangements, relationship to the person seeking care and the content of messages. Recruitment contacts may include CVs, qualifications, experience and correspondence about a vacancy.

Website systems and connected providers may process IP addresses, browser and device details, online identifiers, access times, pages viewed and security or anti-spam information. Some of this depends on the service used and your cookie choices.

If you choose to discuss care needs, your enquiry may contain health or disability information. Please provide only what is necessary at this stage. Contact us to arrange a suitable way to share detailed medical records or other sensitive documents.

3 Where information comes from

We receive information directly through website forms, email, telephone, post and conversations. We may also receive an enquiry or referral from a relative, authorised representative or professional helping to arrange care. Relevant technical information comes from the website and its service providers.

When sharing someone else's information, please ensure you can lawfully do so and, where appropriate, tell them about this notice. A family relationship alone does not give access to another person's confidential information.

4 Our purposes and lawful bases

UK data protection law requires a lawful basis for each use of personal information. For the website and enquiries, the relevant purposes and bases are:

Answering enquiries and arranging visits. Our legitimate interests are to respond to requests, help people explore suitable care and coordinate visits. If you ask us to take necessary steps towards a contract with you, those steps may instead be covered by the contract basis.

Assessing and progressing a care enquiry. We use relevant information to understand the request and pass it to the appropriate home. The basis may be steps towards a contract with you, or legitimate interests in arranging suitable care where someone enquires on another person's behalf. Legal obligations apply where specific care or safeguarding duties require processing.

Considering recruitment enquiries. We use information to communicate with applicants and consider relevant experience, relying on requested steps towards an employment contract and legitimate interests in assessing suitability. Further information about recruitment checks should be provided as an application progresses.

Protecting and maintaining the website. Our legitimate interests include preventing misuse and spam, investigating faults and keeping communications reliable. Cookies and similar technologies are also subject to separate consent rules, described in section 8.

Handling concerns and legal matters. We use relevant correspondence to resolve complaints, keep necessary evidence and obtain advice. The basis is a legal obligation where one applies, or legitimate interests in resolving concerns and establishing or defending legal claims.

Optional updates or publicity. Where we ask for consent to send electronic marketing or publish an identifiable photograph, testimonial or story, we use the information for the agreed purpose. You may withdraw consent by contacting head office. Enquiry replies and essential service messages are separate from marketing.

When relying on legitimate interests, we must consider necessity, proportionality and the impact on your rights. We must not use that basis where your interests or rights override ours.

5 Health and other sensitive information

Health information receives additional protection. An Article 6 lawful basis alone is not enough: an applicable Article 9 condition is also required. Necessary health or social care assessment may rely on Article 9(2)(h), relevant UK law and confidentiality safeguards. Other uses require an appropriate condition, such as explicit consent where applicable. Providing health information in a form does not itself authorise unrelated uses.

6 Providing information and moving into care

You can browse without submitting an enquiry. To respond, we need sufficient contact and request details; without them we may be unable to help. We will explain when further information is legally or contractually required. This website notice does not replace the more detailed privacy information needed for resident care records, employment or other specific services.

7 Who may receive your information

Information is shared only where needed for a lawful purpose. Recipients may include staff handling the enquiry, management and the relevant home; providers supporting website hosting, forms, email, IT and security; and professional advisers, insurers or authorities where necessary for a complaint, legal duty or claim.

A care enquiry may require coordination with a professional or funding body involved in arranging care. Sharing with relatives or representatives must respect the person's wishes, confidentiality and the representative's authority. Where information must be disclosed without consent, a lawful basis and any additional safeguards must apply.

Suppliers acting on our instructions must be subject to appropriate data processing terms. Some providers also act independently for particular purposes; their privacy notices explain those activities.

8 Cookies and third-party services

The website includes CookieYes consent controls, a Google tag installed through Site Kit, Google reCAPTCHA and an embedded Typeform enquiry form. These services may process identifiers, device details, usage or form information. Their exact use depends on the website configuration and feature concerned.

The cookie banner offers **Accept All**, **Reject All** and **Customise**. The consent icon at the bottom left provides access to preferences. CookieYes is configured to remember choices for 365 days. Cookies requiring consent must not be set before permission is given; browsing alone does not give consent. Some narrowly defined uses are exempt, subject to the relevant legal conditions.

A complete cookie inventory and the website's consent configuration are being reviewed. This interim notice is not a verified list of every cookie or tracker. If you prefer to avoid online forms while this work is completed, you can contact head office by telephone or post.

Provider information is available through Google's Privacy Policy, Typeform's Privacy Policy and CookieYes's Privacy Policy. These supplement our own responsibility to explain how we use the services.

9 Information processed outside the UK

Online service providers may store information or allow access outside the UK. A restricted transfer requires a lawful arrangement, such as applicable UK adequacy regulations or appropriate contractual safeguards supported by the required assessment. The providers, locations and arrangements relevant to this website are being checked for the fuller notice. Contact head office for details of any safeguards applying to your information and how to obtain a copy.

10 Security and automated screening

Personal information must be protected by appropriate organisational and technical measures, including access limited to those who need it and suitable supplier controls. No internet service is completely risk-free. Please report suspected misuse or a security concern to head office.

Anti-spam tools may automatically screen website interactions. If a form is blocked or fails, contact us directly. This notice does not authorise significant decisions about care or employment to be made solely by automated means; any such use requires its own information and applicable safeguards.

11 How long information is kept

Information should be retained only while needed for its purpose and applicable legal or regulatory requirements. The relevant criteria are:

Enquiries and visits: whether the enquiry is active, whether it progresses to assessment or admission, and whether a record remains necessary to resolve a concern or establish what was agreed.
Recruitment contacts: the application outcome, the period needed to address recruitment queries or claims, and any separately agreed future recruitment use.
Website and security records: their operational purpose, incident investigations and the relevant service settings.
Consent and preferences: the need to demonstrate a valid choice and respect withdrawal or an objection, including a limited record to prevent unwanted marketing.

A cookie’s lifetime is not necessarily the same as the retention period for information already collected. When information is no longer needed, it should be securely deleted or made genuinely anonymous. Ask head office for the period or criteria applicable to a particular record.

12 Your rights and how to exercise them

Depending on the circumstances, you may ask to access your personal information, correct inaccuracies, complete missing details, erase information or restrict its use. Where the portability conditions apply, you may receive information you supplied in a reusable format or have it transferred to another organisation.

Your right to object: you can object to processing based on legitimate interests because of your circumstances. You can object to direct marketing at any time. Contact head office to exercise either right.

Where processing relies on consent, you can withdraw it at any time, without affecting earlier lawful use. Some rights have exceptions, including where records are required by law. We will explain if a request cannot be met.

Use the head office details on page 1; no special form is required. We normally respond without undue delay and within one month. Where extra time is legally permitted, we will explain why. Proportionate identity checks or evidence of a representative's authority may be needed. Requests are normally free.

13 Questions and complaints

Please email info@cedartrust.co.uk, telephone **01684 290 666**, or write to **Cedar Lodge, Grange Road, Northway, Tewkesbury, Gloucestershire, GL20 8HZ**. Describe the concern and how we can contact you. You can raise a privacy concern while the fuller policy is being prepared.

You also have the right to complain to the Information Commissioner's Office (ICO). The ICO generally recommends contacting the organisation first. Visit ico.org.uk/make-a-complaint/ for guidance and complaint routes.

14 Other websites and updates

External recruitment, social media and other linked websites have their own privacy notices. Read those notices when using their services. We will replace this interim notice with fuller information and update the date when changes are made. Any materially different use of information must meet the applicable notice and legal requirements; a revised policy does not itself provide consent.