

Privacy Policy

Last updated: September 2026

1. Who we are

Acre Care Homes Limited operates care services in Scotland.

We are committed to protecting your privacy and handling your personal information responsibly and securely.

For the purposes of UK data protection law, where Acre Care Homes Limited determines how and why your personal information is processed, we act as the data controller.

If you have any questions about this Privacy Policy or how we use your personal information, you can contact us at:

Acre Care Homes Limited
6 Atholl Crescent
Perth
Scotland
PH1 5JN

Email: jenny@acrecarehomes.com

Telephone: 01382 542276

2. Information we collect

When you use our website or contact us through it, we may collect personal information including:

- your name;
- your email address and telephone number;
- information you provide when making an enquiry about our care services;
- information you provide in relation to employment or recruitment enquiries;
- correspondence you have with us;
- technical information relating to your use of our website, such as your IP address, browser type and device information; and
- information collected through cookies and similar technologies.

Please do not provide medical or other sensitive personal information through a general website enquiry form unless it is necessary for your enquiry.

3. How we use your information

We may use your personal information to:

- respond to enquiries and requests for information;
- provide information about our care homes and services;

- deal with enquiries regarding prospective residents;
- process employment and recruitment enquiries;
- communicate with residents, prospective residents, relatives, representatives, professionals and suppliers;
- operate, maintain and improve our website;
- protect the security of our website and systems; and
- meet our legal and regulatory obligations.

4. Our lawful basis for using your information

UK data protection law requires us to have a lawful basis for processing personal information.

Depending upon the circumstances, we may process your information because:

- it is necessary to take steps at your request before entering into a contract or to perform a contract;
- we have a legitimate interest in responding to enquiries, operating our business and providing information about our services;
- we need to comply with a legal obligation; or
- you have given us your consent, where consent is required.

Where we rely on legitimate interests, we consider whether our interests are proportionate and whether they could adversely affect your rights and freedoms.

If special category information, such as information concerning health, is provided to us, we will only process it where an additional lawful condition for processing that information applies.

5. Sharing your information

We do not sell your personal information.

We may share information where necessary with organisations that provide services to us, including:

- website hosting and IT providers;
- email and communications providers;
- professional advisers;
- recruitment and employment service providers;
- regulators, local authorities and other public bodies where appropriate; and
- other organisations where disclosure is required or permitted by law.

Where another organisation processes personal information on our behalf, we take appropriate steps to ensure that the information is handled securely and in accordance with applicable data protection law.

6. International transfers

Some of the technology and service providers we use may process information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate steps to ensure that the transfer complies with UK data protection law and that appropriate safeguards are in place.

7. How long we keep your information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet any applicable legal, regulatory, contractual or operational requirements.

Retention periods vary depending upon the nature of the information and the reason we hold it.

When information is no longer required, it will be securely deleted or otherwise disposed of in accordance with our information retention arrangements.

8. Cookies and website analytics

Our website does not currently use analytics, advertising or tracking cookies.

The website may use cookies or similar technologies that are strictly necessary for the website to function correctly. These do not require consent where they are essential to providing the website or a service you have requested.

If we introduce analytics, advertising or other non-essential cookies in the future, we will update this Privacy Policy and, where required, obtain consent before those cookies are placed on your device.

The ICO currently requires organisations to provide clear information about cookies and an appropriate consent mechanism for cookies that are not strictly necessary.

9. Keeping your information secure

We take appropriate technical and organisational measures to protect personal information against unauthorised access, accidental loss, destruction, alteration or disclosure.

Although we take reasonable measures to protect information submitted through our website, information transmitted over the internet cannot be guaranteed to be completely secure.

10. Your data protection rights

Depending upon the circumstances, UK data protection law gives you rights over your personal information. These may include the right to:

- request access to the personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- ask us to erase your information in certain circumstances;
- ask us to restrict the way we process your information;
- object to certain types of processing;
- receive certain information in a portable format; and
- withdraw your consent where we rely upon consent.

Not every right applies in every circumstance.

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

11. Complaints

If you have concerns about how we have handled your personal information, please contact us first so that we have an opportunity to investigate and respond.

You also have the right to complain to the UK's data protection regulator:

Information Commissioner's Office (ICO)
Wycliffe House

Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Further information is available from the ICO website.

12. Links to other websites

Our website may contain links to websites operated by other organisations. We are not responsible for the privacy practices of third-party websites, and you should review their privacy information separately.

13. Changes to this Privacy Policy

We may update this Privacy Policy periodically to reflect changes to our website, services, legal obligations or the way in which we process personal information.

The latest version will always be published on our website and the date at the top of this page will show when it was last updated.