

## Who We Are

Alzheimer's & Dementia Support Services is a registered charity dedicated to supporting people affected by dementia. We are the data controller for the personal information we collect and process.

## Contact details:

Alzheimer's & Dementia Support Services  
Safeharbour Memory Wellbeing Centre  
Coldharbour Road  
Northfleet, Kent  
DA11 8AE  
Email: [info@adss.org.uk](mailto:info@adss.org.uk)  
Telephone: 01474 533990

## Purpose

At Alzheimer's & Dementia Support Services people living with dementia are at the heart of every decision we make and action we take. We are committed to protecting personal data and collecting it in a transparent and respectful way. We comply with the Data Protection Act 2018 and the General Data Protection Regulation (UK GDPR) This privacy statement explains:

- Why we use your personal data
- How we keep it safe
- What your rights are

## Why we process your data

We collect and use personal data for the following reasons:

- Supporting, assessing and delivering services to people affected by dementia
- Fundraising and marketing
- Employment of staff
- Volunteering
- Membership

## Lawful Basis for Processing

Our lawful basis depends on our relationship with you and may include:

- Legitimate interests – To provide support and services to people affected by dementia and to manage employees, volunteers, supporters and members.
- Consent – For certain activities, such as marketing, we will ask for your consent.
- Contract – where we have a contract with you, for example, as an employee or service user.
- Legal Obligation – To meet legal requirements, such as safeguarding checks or reporting concerns to authorities.

## Special Category Data

To provide appropriate support, we may collect sensitive information such as health details, race, ethnic origin, religion, and sexual orientation/identity. This helps us deliver fair and inclusive services. We will never make assumptions or judgments about the information you provide.

## Data Sharing

We may share your data with trusted third parties, such as partner organisations, funders, or IT service providers, but only when necessary and under strict agreements to keep your data safe. We do not sell your data.

## Use of Close-Circuit Television (CCTV)

Please note that when visiting our site, CCTV images are recorded from cameras externally and internally for the purposes of security and safety.

The lawful basis we rely on to process your personal data is article 6(1)(f) of the UK GDPR, which allows us to process personal data when it is necessary for the purposes of our legitimate interests.

The images may be monitored and recorded in accordance with applicable data protection laws and are retained for a period of 30 days before being securely deleted, unless required for investigation or legal purposes.

If you have any questions or wish to exercise your data protection rights, please contact our Data Protection Officer at [Dataprotection@adss.org.uk](mailto:Dataprotection@adss.org.uk) or write to us at ADSS, Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent DA11 8AE.

## International transfers

Where data is stored or otherwise processed outside the UK, we ensure that appropriate safeguards are in place to protect it. This includes the use of Standard Contractual Clauses (SCCs) or other legally recognised mechanisms that ensure equivalent protection of personal data.

For ADSS, this primarily relates to the storage of data on secure servers located internationally. Any such storage is subject to the same security, confidentiality, and access controls as data stored within the UK.

## Retention of Your Data

We keep your data for as long as you are supported, employed, volunteering, or a member/supporter, plus a specified period in line with our retention policy (for example, employment records are kept for 6 years after leaving, volunteer records for 3 years after leaving, and supporter donation records for 7 years for financial compliance purposes)

## Security of Your Data

We use technical and organisational measures to protect your data, including encryption, secure servers, and restricted access.

# Privacy Statement

Reviewed and approved March 2026



## Your rights

Under UK GDPR, you have rights over your personal data, including:

- **Right to be informed** – This Privacy Policy explains what we collect and why.
- **Right of access** – You can request a copy of your data.
- **Right to rectification** – You can ask us to correct inaccurate or incomplete data.
- **Right to erasure** – In certain cases, you can ask us to delete your data.
- **Right to restrict processing** – You can ask us to limit how we use your data.
- **Right to object** – You can object to certain uses, including direct marketing.

We will respond within one month and there is no charge for exercising your rights.

**What to do if you want to know more, make a complaint or exercise your rights** We work to high standards when it comes to processing your data, but if you want to make a complaint, exercise your rights or find out more about how we process your data, please contact our Information Access Team.

## Information Access Team

[Dataprotection@adss.org.uk](mailto:Dataprotection@adss.org.uk)

01474 533990

Alzheimer's and Dementia Support Services

Saf harbour Memory Wellbeing Centre

Coldharbour Road

Northfleet, Kent DA11

8AE

If you are not satisfied with our response or wish to know more, you may want to contact the regulator.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113 [ico.org.uk](https://ico.org.uk)

## Cookies and Online Data

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