

# Privacy Policy

Last updated: January 2026

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## 1. Introduction

Welcome to **[Senior link homecare]** ("the Website"). We are committed to protecting your personal data and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at **[Seniorlinkhomecare.com]**.

If you have questions or concerns, please contact us at **[info@seniorlinkhomecare.com]**.

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## 2. Who We Are (Data Controller)

The data controller responsible for your personal data is:

- **Name/Company:** [Seniorlinkhomecare.com]
  - **Address:** [Paradigm House, Dundrum Office Park, Main Street, Dublin 14, D14 T0X8, Dublin]
  - **Email:** [[Manager@seniorlinkhomecare.com](mailto:Manager@seniorlinkhomecare.com)]
  - **Phone:** [0899611612]
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## 3. What Data We Collect

We may collect the following categories of personal data:

- **Identity Data:** Name, username, or similar identifiers
  - **Contact Data:** Email address, phone number, postal address
  - **Usage Data:** Information about how you use our website
  - **Communications Data:** Your preferences in receiving communications from us and any messages you send us via contact forms
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## 4. How We Collect Your Data

We collect data through:

- **Direct interactions:** When you fill in forms, subscribe to a newsletter, or contact us
  - **Automated technologies:** As you interact with the website, we may automatically collect technical and usage data via cookies, server logs, and similar technologies
  - **Third parties:** Analytics providers (e.g., Google Analytics), advertising networks, or social media platforms
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## 5. Legal Basis for Processing

Under GDPR Article 6, we process your data on the following lawful bases:

- **Consent** – Where you have given clear consent (e.g., newsletter sign-up, cookie acceptance)
  - **Contract** – Where processing is necessary to perform a contract with you
  - **Legal Obligation** – Where we must comply with a legal obligation
  - **Legitimate Interests** – Where it is necessary for our legitimate interests, provided your rights and interests do not override those interests
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## 6. How We Use Your Data

We use your personal data to:

- Operate and maintain our website
  - Respond to your enquiries and provide customer support
  - Send you marketing communications (only where you have consented)
  - Analyse website usage to improve user experience
  - Comply with legal and regulatory obligations
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## 7. Cookies

Our website uses cookies to enhance your browsing experience. Cookies are small text files stored on your device.

**Types of cookies we use:**

- **Essential cookies** – Required for the website to function

- **Analytics cookies** – Help us understand how visitors interact with the site (e.g., Google Analytics)
- **Marketing cookies** – Used to deliver relevant advertisements (if applicable)

You can manage or disable cookies through your browser settings at any time. Refusing certain cookies may affect website functionality.

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## 8. Data Sharing & Third Parties

We do not sell your personal data. We may share your data with:

- **Service providers** acting as data processors (e.g., hosting providers, email platforms, analytics tools) who are bound by data processing agreements
- **Legal or regulatory authorities** where required by law

All third-party processors are required to handle your data in compliance with GDPR.

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## 9. International Transfers

If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) approved by the European Commission.

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## 10. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy, or as required by law. Specifically:

- **Contact form data:** Retained for 1 year then securely deleted
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## 11. Your Data Protection Rights

Under GDPR, you have the following rights:

- **Right to access** – Request a copy of the personal data we hold about you
- **Right to rectification** – Request correction of inaccurate or incomplete data
- **Right to erasure** – Request deletion of your personal data ("right to be forgotten")
- **Right to restrict processing** – Request that we limit how we use your data

- **Right to data portability** – Request your data in a structured, machine-readable format
- **Right to object** – Object to processing based on legitimate interests or for direct marketing
- **Right to withdraw consent** – Where processing is based on consent, you may withdraw it at any time

To exercise any of these rights, contact us at [info@seniorlinkhomecare.com](mailto:info@seniorlinkhomecare.com). We will respond within **30 days**.

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## **12. Data Security**

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or disclosure. These include encryption, access controls, and regular security assessments. However, no internet transmission is completely secure, and we cannot guarantee absolute security.

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## **13. Third-Party Website Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies.

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## **14. Children's Privacy**

Our website is not directed at children under the age of **16**. We do not knowingly collect personal data from children under 16 without parental consent, in line with Irish data protection law.

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## **15. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Last Updated" date. We encourage you to review this policy periodically.

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## **16. How to Contact Us or Lodge a Complaint**

For any data protection concerns, contact us at [\[Manager@seniorlinkhomecare.com\]](mailto:Manager@seniorlinkhomecare.com).

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the **Irish Data Protection Commission (DPC)**:

- **Website:** [www.dataprotection.ie](http://www.dataprotection.ie)
- **Phone:** +353 (0)761 104 800
- **Address:** 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Ireland