Website Privacy Policy

Sultan Healthcare Ltd
Last updated: 17 October 2026

Welcome to the Website Privacy Policy for **Sultan Healthcare Ltd**. We are completely committed to protecting and respecting your privacy when you visit our website or interact with us online.

This policy explains how we collect, use, and safeguard your personal data when you use our website (www.sultanhealthcareltd.co.uk). It is written in simple, clear language to help you understand your rights under the **UK GDPR** and the **Data Protection Act 2018**.

1. Who We Are

Sultan Healthcare Ltd is a **Care Quality Commission (CQC) registered** domiciliary care provider trading under the name **Quality Home Care**. We deliver high-quality, professional home care services. We operate as a Data Controller under UK data protection law.

Our registered office locations are:

- **Blackburn Office:** Suite 213b, Davyfield Road, Blackburn, BB1 2LX
- **Taunton Office:** First Business Centre, Taunton (covering Somerset, Devon, Lancashire, and Yorkshire)

As an **ISO-certified** and CQC-compliant provider, we maintain the highest standards of data security and management.

2. What We Collect

When you browse our website, request a callback, or complete our online contact forms, we may collect the following personal information:

- **Identity Data:** Your full name.
- **Contact Data:** Your phone number and email address.
- **Location Data:** Your postcode (which we use to see if you live within our active home care service coverage areas).
- **Care Requirements:** Any specific details regarding care needs that you voluntarily choose to share with us in the text fields of our contact forms.
- **Technical and Usage Data:** Information about how you interact with our website, your IP address, and browser type, which is collected automatically via cookies.

3. How We Use Your Data

We use the information you provide through our website strictly to:

- Respond directly to your care enquiries, message forms, or "Request a Callback" submissions.
- Assess whether we can provide the required care services in your specific geographic area.

- Schedule initial, face-to-face home care assessments.
- Improve our website functionality, security, and general user experience.

4. Our Legal Basis for Processing

Under the UK GDPR, we rely on the following legal foundations to handle your website data:

1. **Consent:** By submitting our contact forms or requesting a callback, you give us clear consent to process your personal data to answer your specific query. You can withdraw this consent at any time.
2. **Legitimate Interests:** We process technical data to maintain a secure, functional, and well-optimized website for our digital visitors.
3. **Legal Obligation:** If your enquiry progresses into a formal care arrangement, we process your data to comply with our statutory duties as a regulated healthcare provider.

5. Data Storage and Retention

We store your data securely and only keep it for as long as required by UK law and health regulations:

- **General Website Enquiries:** If you contact us but do not ultimately start a care service with us, your enquiry data will be securely deleted after **12 months**.
- **Service Users:** If you or your relative becomes a service user with Sultan Healthcare Ltd, your records are moved to our secure care management system. In line with CQC regulations and UK health sector guidelines, these comprehensive records are securely retained for **8 years** after the care service officially concludes.

6. Cookies and Analytics

Our website is built on the **Wix platform**. Wix automatically deploys essential cookies to make the website function securely, maintain platform stability, and load features correctly. We also use Wix analytics cookies to help us track visitor traffic anonymously and understand how users interact with our pages.

You can manage, block, or delete cookies at any time through your individual web browser settings, though doing so may affect how certain parts of our website function.

7. Your Rights

Under UK data protection laws, you have specific rights regarding your personal data:

- **Right of Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can ask us to correct any inaccurate or incomplete information.
- **Right to Erasure ("Right to be Forgotten"):** You can ask us to delete your personal data under certain conditions.
- **Right to Restrict or Object:** You can object to us processing your data or ask us to restrict how we use it.

8. Contact for Enquiries and Complaints

If you have any questions about this Privacy Policy, wish to exercise your rights, or want to raise a concern about how we handle your website data, please contact our team directly:

- **Noshina:** noshina@sultanhealthcareltd.co.uk | 07917 565835
- **Julie:** julie@sultanhealthcareltd.co.uk | 07447 054351

If you remain unsatisfied with our response, you have the right to lodge a formal complaint with the UK's data protection authority, the **Information Commissioner's Office (ICO)**.