

Privacy Policy

Last updated: May 2026 | Version: 4.0

Definitions

Company: Dialysis Freedom CIC trading as Dialysis Freedom Kidney Care UK, a Community Interest Company registered in England (Company No. 07078098).

UK GDPR: The UK General Data Protection Regulation, as retained in UK law by the European Union (Withdrawal) Act 2018 and amended by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019.

DPA: The Data Protection Act 2018.

ICO: The Information Commissioner's Office, the UK's independent data protection regulator.

Personal Data: Any information relating to an identified or identifiable living individual.

Processing: Any operation performed on personal data, including collection, storage, use, disclosure or deletion.

Introduction

The privacy and security of your personal information is extremely important to us. We want everyone who comes to us for support using our service to feel confident and comfortable that any personal information they share with us will be looked after.

This privacy policy explains how and why we use your personal data, to make sure you stay informed and can be confident about giving us your information.

Dialysis Freedom Kidney Care UK needs to keep certain information about its users in order to carry out its day-to-day operations, meet its objectives and comply with legal obligations.

We are committed to protecting individuals' personal information and privacy, and ensuring any personal data is handled in line with the UK GDPR and the DPA 2018. Personal information will be collected and used fairly, stored safely and not disclosed to any other person unlawfully.

We will never sell your personal data and will only share it with trusted third-party organisations when it is necessary to deliver our services — for example, for the purpose of your Dialysis Away From Base (DAFB) arrangements between your holiday unit and home unit.

If you have any questions about this privacy policy or how we use your personal data, please contact our Data Protection Officer:

- bullet Email: info@dialysisfreedom.co.uk
- bullet Post: Data Protection Officer, Dialysis Freedom Kidney Care UK, 2 Back Lane, Cossington, Leicester LE7 4UQ
- bullet Telephone: 01509 808 668

1. Who We Are

Dialysis Freedom Kidney Care UK is a non-for-profit Community Interest Company working in partnership with Kidney Care UK to provide a FREE UK holiday support service for Dialysis Away From Base (DAFB) in the UK, to UK patients and UK units (Company No. 07078098).

We are committed to improving access to DAFB for kidney patients across the UK.

For the purposes of UK data protection law, Dialysis Freedom Kidney Care UK is the Data Controller in respect of your personal data.

2. What Personal Data Do We Collect?

We collect or update your personal information every time you get in touch with us by post, email, telephone, through our website, face to face, or occasionally via social media. Personal information includes any information which identifies you or which can be identified as relating to you personally — for example, name, address, phone number and email address.

We will only collect, use and otherwise handle your personal data:

- bullet Where you have given your consent for specific, explicit and legitimate purposes;
- bullet Where it is necessary to fulfil a contract with you, or to take steps at your request before entering into a contract;
- bullet Where this is necessary to fulfil legal obligations that apply to us; or
- bullet Where it is necessary for our legitimate interests in running our day-to-day operations, provided those interests are not overridden by your rights and freedoms.

Sensitive (Special Category) Personal Data

As part of our services, we may collect sensitive personal data such as information about your health condition and social circumstances. This information is only collected in order to deliver the best possible service to you. It is always stored securely and is not shared more widely than necessary within the organisation.

We will not pass on your details to anyone else without your express permission, except in exceptional circumstances — for example, where there is a serious safeguarding concern, a risk of harm to yourself or others, or in order to comply with a legal obligation.

Where you have given us your express consent to share your story, we may publish it on our website, social media or other media.

Legal basis for processing: Explicit consent (Article 9(2)(a) UK GDPR)

Online Communities and Social Media

We may obtain personal data through your use of social media platforms such as Facebook, Instagram, X (formerly Twitter) and others, depending on your account settings and the privacy policies of those platforms. To change your settings, please refer to the relevant platform's privacy notice.

Legal basis for processing: Consent

Email Newsletter

We use a third-party provider, Mailchimp (operated by Intuit Inc.), to deliver our e-newsletters. We collect statistics on email opening and click rates using industry-standard technologies. For further information, please see Mailchimp's privacy notice at mailchimp.com/legal/privacy.

Legal basis for processing: Explicit consent

Website and Cookies

Our website uses cookies — small text files placed on your device — to help us improve your experience. Cookies allow us to analyse web traffic, remember your preferences, and understand how our pages are used.

In accordance with the Privacy and Electronic Communications Regulations (PECR), we will ask for your consent before placing non-essential cookies on your device. You can manage or withdraw consent at any time through your browser settings or our cookie preference centre.

We use the following types of cookies:

- bullet Strictly necessary cookies: Required for the website to function and cannot be switched off.
- bullet Analytical/performance cookies: Help us understand how visitors interact with our website (e.g. Google Analytics).
- bullet Functionality cookies: Remember your preferences to personalise your experience.

Legal basis for processing: Consent (non-essential cookies); Legitimate interests (strictly necessary cookies)

3. Children and Young People

When we know a client is under 18, we will always seek consent from a parent or guardian before storing and using their personal information. Communications will be directed to the parent or guardian unless we have their express permission to communicate directly with the child or young person.

If you believe we have inadvertently collected personal data from a minor without appropriate consent, please contact us immediately at info@dialysisfreedom.co.uk.

Legal basis for processing: Explicit consent from parent/guardian

4. How We Use Your Personal Data

We use the personal information we collect to help us deliver our UK DAFB services to patients and their families, build strong client relationships, tailor our communications, and meet our legal, statutory and regulatory obligations. Specific purposes include:

- bullet To provide you with services, products or information you have requested, or which we believe may be of interest to you;
- bullet To fulfil our service of DAFB arrangements in the UK on your behalf;
- bullet To notify you of changes to our services;
- bullet To analyse and improve our work, services, activities, products and website;
- bullet To manage our website, including monitoring usage, blocking disruptive access, and personalising content;
- bullet For administration and record-keeping purposes;
- bullet For fraud prevention, credit risk reduction, or as otherwise required by law or regulation;
- bullet To comply with our legal and regulatory obligations.

Research and Feedback

We may carry out research with our customers and staff to gather feedback and improve our services. Participation is always voluntary. Where research involves sensitive personal data (such as ethnicity), a 'prefer not to say' option is always provided and your personal details will be anonymised for any reporting purposes.

We may share limited personal data with a carefully selected research agency under a non-disclosure agreement, solely for the purposes of carrying out research on our behalf.

5. How Long We Keep Your Data

We will only retain your personal data for as long as is necessary for the purposes for which it was collected, including to satisfy any legal, regulatory, accounting or reporting requirements.

- bullet Client records relating to DAFB arrangements are retained for a minimum of 7 years following the last service provided.
- bullet Marketing data is retained until you withdraw your consent or opt out.
- bullet Website analytics data is typically retained for no more than 26 months.

If you would like further information about our retention periods, please contact our Data Protection Officer.

6. Keeping Your Information Safe

We have implemented appropriate technical and organisational measures to protect your data against unauthorised access, loss, alteration or disclosure. Our information security arrangements are reviewed at least annually.

We will never sell or share your personal data with third-party organisations for their own marketing purposes. Where we engage third-party processors, we ensure they are bound by a data processing agreement, store data securely, delete it when no longer needed, and use it only for the specific purpose authorised by us.

7. Your Rights

Under the UK GDPR and DPA 2018, you have the following rights in relation to your personal data:

- bullet **Right of access** — You can request a copy of the personal data we hold about you (a ‘Subject Access Request’).
- bullet **Right to rectification** — You can ask us to correct inaccurate or incomplete personal data.
- bullet **Right to erasure** — You can ask us to delete your personal data in certain circumstances (‘the right to be forgotten’).
- bullet **Right to restriction of processing** — You can ask us to limit how we use your data in certain circumstances.
- bullet **Right to object** — You can object to our processing of your data where we rely on legitimate interests.
- bullet **Right to data portability** — You can request your personal data be transferred to you or another organisation in a machine-readable format.
- bullet **Right to withdraw consent** — Where processing is based on consent, you can withdraw it at any time.
- bullet **Rights regarding automated decision-making** — You have the right not to be subject to solely automated decisions that have a significant effect on you.

You will not be charged for exercising your rights. We will respond within one calendar month. If your request is complex, we may extend this by a further two months and will notify you.

8. Updating Your Details and Marketing Preferences

If at any time you wish to update, amend or remove your personal data or marketing preferences, please contact us:

- bullet Email: info@dialysisfreedom.co.uk
- bullet Website: www.dialysisfreedom.co.uk
- bullet Telephone: 01509 808 668

- bullet Post: Data Protection Officer, Dialysis Freedom Kidney Care UK, 2 Back Lane, Cossington, Leicester LE7 4UQ
- bullet Click the unsubscribe or 'update my preferences' link at the bottom of any email we send you.

9. How to Complain

If you have any concerns about how we handle your personal information, please contact us in the first instance:

- bullet Email: info@dialysisfreedom.co.uk
- bullet Post: Data Protection Officer, Dialysis Freedom Kidney Care UK, 2 Back Lane, Cossington, Leicester LE7 4UQ
- bullet Telephone: 01509 808 668

If you remain dissatisfied, you have the right to lodge a complaint with the ICO:

- bullet Website: <https://www.ico.org.uk>
- bullet Telephone: 0303 123 1113
- bullet Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

10. Changes to This Policy

We review this privacy policy at least once a year to ensure it remains up to date and accurate. Any changes will be posted on our website. For significant changes, we will notify you by email where we hold your contact details.

For feedback on this policy, please contact us at info@dialysisfreedom.co.uk.