



**This is the Age Friendly Ambassadors privacy notice.**



**Who are we?**

- We are Kent County Council. We look after public services which support people in Kent.
- Adult Social Care and Health work with you to help you look after your care and support.
- This can include physical health and mental health.
- We run the Age Friendly Ambassadors Scheme as part of the Age Friendly Communities programme.
- We support volunteers who help older people in their local community.



**Why do we use your information**

- We are required by law to provide health and social care services. This means we are covered by law to use your information. We do not always have to ask for your permission to use your information.
- We will only share information when we need to do so and with people who need to know. We have security in place to stop

information being used in the wrong way.

- We also have to make sure we follow data protection laws. This is the UK General Data Protection Regulation. This means we have to provide certain information to you. We use this privacy notice to keep you updated.



### What information will we use?

- We will use your personal information. This can include name, date of birth, contact details, and bank details.
- We will also use special category information. This is information that is more sensitive. This can include ethnicity and health conditions or disabilities.
- We may collect this information from you, other organisations who look after your health or people that may know you.
- We use this information to:
  - sign you up as an Ambassador;
  - keep in touch with you;
  - support you in your volunteering;
  - pay agreed expenses;
  - make sure the programme is safe;
  - check how well the programme is working (we remove your personal details when we do this).

- This means we only use information for these purposes only.



**Who will we share your information with?**

- We will only share information to organisations who will help you to look after your health and social care.
- This can include Involve Kent (they run and support the scheme for us), and Age Friendly Communities partners such as the district councils.
- We may also share information that has your personal details removed. This helps us to keep track of how well we are doing and what we can do to improve.
- We may also need to share your personal information with the Police, the Courts etc. if we are asked to by law.



**How long do we keep your information for?**

- We can only keep information for as long as we need it.
- We have a record document that tells us how long we can keep information for. This will be different depending on the

information we use.

- We check regularly to make sure we only keep information that is useful to us.



### What are my rights?

- You have rights under the UK General Data Protection Regulation. They are:
- know what we are doing with your information and why we are doing it
- ask to see what information we hold about you
- ask us to correct any mistakes in the information we hold about you
- object to direct marketing
- make a complaint to the UK Information Commissioner
  
- You have the choice on if you wish for your information to be used for wider purposes. This can include purposes such as service planning.
  
- You can make your choice on the [NHS website](#).
  
- We will let you know if there have been any breaches to your information in line with data protection legislation.



### Who can I contact?

- You can contact the [Information Resilience and Transparency Team](#) to exercise your rights.
- You can contact our [Data Protection Officer](#) to make a complaint or raise a concern.
- You can make a complaint to the UK Information Commissioner. You can do this by phoning 0303 123 1113 or [go to their website](#).



### How can I find out more information?

- You can use this privacy notice to find out the up-to-date information on how we use your information. This privacy notice was last updated on 19 March 2026.
- You can also view the [Age Friendly Ambassadors full privacy notice](#) or visit [kent.gov](http://kent.gov).
- Please [email](#) or call [03000 421553](tel:03000421553) if you require an alternative format of this privacy notice.