

Prevention – Privacy notice



This privacy notice tells you what to expect when we handle your information. It also tells you what your rights are in relation to your data.

Cheshire Fire and Rescue Service's Prevention Team works to keep people safe at home, on the roads and in the community. To do this we work closely with other organisations and are given national and local health and other partner information in order to offer a range of appropriate services relating to:

- Safe and Well and home oxygen user visits
- Targeted youth engagement
- Adult and children safeguarding
- Road safety education
- Deliberate fire reduction
- Managing our interactive educational centre, Safety Central
- Managing our prevention volunteers (see 'Staff' privacy notice)

How we use and share your information

Safe and Well visits- With your consent, we record your name, date of birth, address, contact details and any details about fire or health risks in your home, such as smoking, use of a home oxygen supply or disabilities, where we may need to install specialist equipment or instigate personalised response measures. We do this to reduce risk and likelihood of fire in the home and potential injury and fatality. We may share your details with other health partners and emergency services where necessary to do so. This is normally with your consent, unless law requires us to share. We keep this data for a minimum of 7 years, mainly to provide the history of any support given.

We may receive your information through a referral from another agency, such as home oxygen supplier, or because we believe you may require additional support. In order to identify prospective service users, we profile a de-personalised list of over 65s addresses, based on their age and location (see [information provided to us by health](#)). We also use data provided by Experian to identify vulnerabilities relating to occupancy and lifestyle in order to reduce the risk of fire within the home. This is a task carried out in the public interest, supported by The Fire and Rescue Services Act 2004, and will not have any harmful effect on you.

With your consent, we will give you advice about how to obtain other services from our health partners. We will do this by signposting you to appropriate services or referring you on your behalf. We keep this data for a minimum of 14 months, mainly to provide the history of any support given.

Road safety – We offer free courses and interventions to reduce fatality and serious injury on our roads. It is in our legitimate interests to record basic details, such as a name and contact details, in order to facilitate the courses. Most of the time, you provide detail to us directly. However, we may receive detail from youth justice for our '*Think, Drive, Survive*' course. We will delete this data shortly after the course has taken place.

Deliberate fire reduction – Under the Fire and Rescue Services Act 2004, we have a statutory duty to investigate the cause of all fires to determine their origin, cause and development. We are also required to instigate measures to reduce incidents of deliberate fire setting. We are likely to record name and address but may also record additional detail if relevant to the concern. We sometimes receive information from other organisations, such as the police and local authority and may equally need to

share information with them. The information is retained in accordance with fire investigations (see 'Protection' privacy notice).

Adult and children safeguarding - In cases of abuse or neglect or where we feel the making of a safeguarding referral is appropriate, we may refer matters to a number of support agencies including the emergency services in accordance with Adult or Children's Services referral procedures and relevant legislation. This is to ensure those identified as vulnerable are safeguarded and signposted to the correct support.

We will need to record name, date of birth and contact details. However, we may also need to record additional details relevant to the safeguarding concern. We need to keep this data in case of queries. As a minimum, adult safeguarding is kept for 7 years and for child safeguarding is kept until the child reaches the age of 25 or until 10 years from the last intervention, whichever is longer.

Fire safe - With agreement from the child, parent or guardian, we work with children and young people who may be at risk of causing fires to try and change their behaviour. These individuals may have been referred to us by the parent/guardian, school, police or children's services, or because we are concerned about a fire incident. This work supports our public task under Fire and Rescue Services Act 2004 to provide fire education. We are likely to record name, date of birth, addresses and contact details. We may also record criminal offending data (actual or alleged) in order to prevent unlawful acts.

Although we recognise the privacy rights of those aged under 18, we are required to retain records of any work with children or young people in case of future safeguarding queries. We may have to share Fire-Safe information with other agencies if there is a significant risk or if we are required by law. Where possible, we will advise before we share information but there may be exceptions to this. We keep this data until the child reaches the age of 25 or until 10 years from the last interaction, whichever is longer.

Youth Engagement – With consent, we work with children and young people on a number of programmes in order to provide positive prevention interventions. We do this by providing skills and building self-esteem and relationships. We collect name, date of birth, contact details, and any relevant welfare and health data necessary to support young people within the programme. This may be provided by the young person, their parent/guardian or by partner agencies. We currently keep this data until the child reaches the age of 25 or until 10 years from the last intervention, whichever is longer.

Our Health, Safety and Wellbeing department also rely on this information to make reasonable adjustments for individuals in compliance with a legal obligation. This is retained permanently.

With consent, we may report on progress and/or refer the individual to other support agencies that may offer additional services required by the young person. We may be required to pass limited details for contractual reasons, such as insurance, or with the emergency services where required in the child's vital interests. We may also share with Local Authorities to ensure that all children and young people are safeguarded from harm in line with CFRS Safeguarding Policy and relevant legislation.

Safety Central - We run an interactive life skills education centre which provides a learning environment where people of all ages can develop the skills and knowledge they need to stay safe and well at home, on the road and in our community. The centre is used by schools and community groups.

It is in our legitimate interests to record personal contact details of the person making the booking and we always ask for consent if we take photographs during the visit. We are only likely to record further details if required to do so by law as part of an accident reporting process, for example. We retain paper booking records for 1 year and health and safety records permanently. Please refer the Staff privacy notice for volunteers who provide their services at the centre.

Equality Monitoring – We want to provide the same level of service to everyone in Cheshire, regardless of who they are. If you're happy to participate, we collect information such as race and ethnic origin, religion and disability data to help us understand who we are speaking to across the community. This means we can target our services in the best way so they can be accessed by everyone and support compliance with The Equality Act 2010. We strive to do this anonymously.

Data processors

Data processors are third parties who are contracted to provide some information services for us. The contract means that they cannot do anything with your personal information unless we have instructed them to do it. We use Message Pad to handle calls on our behalf. Message Pad are contracted to handle your data securely and pass your data straight to us. They will not share your personal information with any organisation apart from us. We are also part of a Blue Light Collaboration which means some of our corporate services are supplied by Cheshire Constabulary.

Your rights

We recognise that people trust us to handle information correctly and keep it safe. We will not use information for marketing, and we will only use it for the purpose we collected it. It is important to us that all service users are fully aware of their rights under the Data Protection legislation in relation to the information we hold about you. These rights are:

- To request a copy of your data and rectify any errors and delete data in certain circumstances;
- To be told what we use your data for, how long we keep it, whether we share or disclose it; ☐ To object to us processing your data or to withdraw consent (where given)
- Complain to us and complain to the ICO - for details see www.ico.gov.uk.

If you want to know more about the information we hold, or if you would like to opt out of any of our safety services, contact the Prevention Team via email communitysafetyadmin@cheshirefire.gov.uk or on 01606 868490. You can exercise your formal Data Protection rights via Freedom-of-Information@cheshirefire.gov.uk. If you have concerns regarding the use of information please contact our Information Compliance Manager/Data Protection Officer via emailing Data.Protection@cheshirefire.gov.uk or telephone 01606 868808.

Information provided to us by Health

To enable fire risk reduction, colleagues at Health support us by providing us with a de-personalised list of over 65s addresses (see below for the NHS Fair Processing Notice). This list of addresses is handled with great care and does not include any names or information about individual's health. This data sharing has helped us to improve the fire safety of those at particularly heightened risk from fire in the most efficient way, and has been commended nationally. We keep this list for 2 years.

Health also advise us of names and addresses of clients who use oxygen at home. This helps us to provide fire safety advice and to respond appropriately if a fire occurs.

By helping us to prioritise our safe and well work we can also offer a wider range of help. For example, slips, trips and falls reduction, smoking cessation, alcohol harm reduction, affordable warmth, blood pressure and atrial fibrillation testing as well as combatting loneliness and social isolation. Access to these and sharing of personal information with Health or any other agency will always be with your consent to do so.

NHS England Fair Processing Notice

NHS England, the Royal College General Practitioners and Fire and Rescue Services (FRS) in England work together to share information (where relevant, proportionate and necessary) to allow fire service personnel to undertake home safety assessments for those would most benefit from a visit. The majority of fire deaths in the UK occur amongst the elderly population. However older people are most vulnerable to fire and a number of other risks.

A home visit from the FRS is proven to make them safer and can reduce risk significantly. In one area of the United Kingdom where this work has been piloted since 2007, there has been very significant reductions in fire deaths and injuries which has developed into a current trend well below the national average. So we know this work can save many lives. The FRS and NHS will continue to

work together in the future to ensure the visits undertaken by the FRS are effective in helping to make making people safe and well.

Last Updated 28/04/2025