

CarePair Community Rules / Acceptable Use Policy

Last updated: 27 March 2026

Purpose: These rules set the standards for lawful, respectful, safe, and proper use of the CarePair platform by all users.

1. Purpose of this policy

These Community Rules and Acceptable Use Policy explain the standards that apply when using CarePair.

They are intended to help keep CarePair lawful, respectful, safe, and usable for everyone. They apply to all users, including people seeking care or support, carers, support workers, employers, authorised representatives, and anyone communicating through the platform.

This policy should be read alongside the CarePair Terms of Use, Privacy Notice, and Cookie Policy.

2. About CarePair

CarePair is an online matching and introduction service. It helps users create profiles, search for potential matches, and communicate through the platform.

CarePair is not the employer, agency, care provider, regulated care service, or a party to any care, support, or working arrangement between users. Users remain responsible for their own decisions, checks, communications, and arrangements.

3. Who must follow these rules

You must follow these rules whenever you create or edit a profile, send or receive messages, use search or matching features, contact another user, contact CarePair support, report a concern, or otherwise use the CarePair website or service.

You are responsible for activity on your account unless it results from CarePair's failure to maintain reasonable security.

4. General standards of behaviour

You must use CarePair lawfully, honestly, and respectfully.

You must not use CarePair in a way that breaks the law, puts another person at risk, infringes another person's rights, misuses personal information, disrupts or undermines the platform, or interferes with another user's ability to use the service safely.

5. What you may do on CarePair

You may use CarePair to:

- create a profile about yourself or, where authorised, on behalf of another person
- describe care needs, support needs, availability, experience, preferences, and role requirements
- look for suitable matches
- communicate with other users about possible care, support, or work arrangements

- share information reasonably necessary to decide whether a match may be appropriate
- report concerns, misuse, suspicious activity, or safeguarding issues to CarePair

6. What you must not do

You must not use CarePair:

6.1 For unlawful or harmful purposes

You must not use the platform to commit, encourage, facilitate, or plan unlawful acts.

This includes fraud, harassment, threats, stalking, discrimination, hate-related conduct, exploitation, coercion, blackmail, or any conduct that may place a person at risk.

6.2 To mislead or impersonate

You must not pretend to be another person, create a fake profile, misstate your identity, authority, experience, qualifications, references, availability, or intentions, falsely claim that a job, role, or care arrangement exists, or mislead users about pay, duties, working conditions, location, or support needs.

6.3 To abuse, intimidate, or exploit others

You must not post or send content that is abusive, threatening, sexually inappropriate, degrading, intimidating, hateful, or exploitative.

This includes conduct aimed at pressuring a user into sharing personal details, meeting in unsafe conditions, sending money, or proceeding with an arrangement they are unsure about.

6.4 To discriminate unlawfully

You must not use CarePair to publish or send unlawful discriminatory content.

Users may describe lawful, relevant needs or requirements connected to care, support, communication, accessibility, availability, or the genuine circumstances of a role, but must not use the platform to express unlawful discriminatory preferences or abuse.

6.5 To misuse personal data

You must not collect, scrape, copy, harvest, disclose, sell, or reuse another person's personal information except as reasonably necessary for genuine use of the service and in line with the law.

You must not upload or share another person's personal data unless you are entitled to do so.

6.6 To spam, advertise, or solicit improperly

You must not use CarePair to send spam or repeated unwanted messages, advertise unrelated goods or services, promote external businesses not connected to a genuine care, support, or work enquiry, or send chain messages, scams, or mass solicitations.

6.7 To interfere with the platform

You must not upload malware, harmful code, or malicious files, probe or bypass security, attempt unauthorised access to accounts, data, systems, or infrastructure, use bots or scripts to access or extract platform data without permission, or take any step likely to impair the platform's operation, security, or reliability.

6.8 To create safeguarding risk

You must not post or send information that creates a serious safeguarding or security risk.

This includes sharing information in a way that recklessly exposes another person's home, vulnerability, health details, daily routine, contact details, or other sensitive information beyond what is reasonably necessary.

7. Accuracy and honesty

You must take reasonable care to ensure that information you provide is accurate and not misleading.

In particular, carers and support workers should not exaggerate qualifications, training, DBS status, experience, references, availability, or right to work; people seeking care or support, employers, and representatives should not misdescribe a role, duties, rates, risks, hours, funding position, or household circumstances; and all users should update material information when it changes.

8. Sensitive information

CarePair may involve information about health, disability, care needs, support needs, and similar sensitive matters.

Users should share this type of information carefully and only where reasonably necessary for using the service.

You must not copy, disclose, or misuse sensitive information you learn through CarePair.

Where CarePair processes special category data, it does so as described in the Privacy Notice.

9. Messaging and off-platform contact

Users are encouraged to use CarePair messaging where possible because platform messages may assist with moderation, audit trails, complaint handling, and investigation of misuse.

However, users may choose to exchange contact details and communicate away from the platform; once communication moves off-platform, CarePair has reduced visibility; and CarePair is not responsible for off-platform conversations, meetings, arrangements, conduct, payments, or outcomes.

All users should exercise caution before sharing personal details, arranging meetings, or entering into any care, support, or work arrangement.

10. Safety expectations for users

CarePair does not vet or guarantee users, and does not recommend one user to another. Users must make their own checks and decisions.

Users should take reasonable steps to protect themselves and others. Depending on the situation, that may include checking identity, references, qualifications, DBS status, right to work, insurance, legitimacy of the role, and whether a proposed meeting or arrangement feels safe and suitable.

This applies equally to carers, support workers, people seeking care or support, employers, and authorised representatives.

11. Reporting concerns

You should report concerns to CarePair as soon as reasonably possible if you become aware of suspected fraud or impersonation, harassment, threats or abuse, suspicious or misleading profiles or messages, safeguarding concerns, unlawful or prohibited content, unauthorised access or security issues, or suspected misuse of personal information.

CarePair may review reports and relevant account or message records where reasonably necessary to investigate, protect users, enforce its rules, or comply with law.

12. Moderation and enforcement

To operate the service and manage risk, CarePair may monitor use of the platform and may review profiles, messages, reports, and related records where reasonably necessary.

CarePair may take action including removing or editing content, hiding profile material, issuing warnings, restricting messaging or account features, suspending an account, terminating an account, and preserving records relevant to complaints, safeguarding, fraud, security, or legal claims.

CarePair will normally act where it reasonably considers that these rules, the Terms of Use, or the law have been breached, or where action is reasonably necessary to protect users, the platform, or third parties.

Where appropriate, CarePair may explain the action taken, but may withhold details where this is necessary to protect another person, preserve evidence, avoid prejudicing an investigation, protect security, or comply with the law.

13. Appeals

If you believe action has been taken against your content or account in error, you may contact CarePair and request a review.

You should explain which account or content is affected, what action was taken, and why you believe the decision was wrong or should be reconsidered.

CarePair will review appeals within a reasonable period and may uphold, vary, or reverse the original decision.

14. Records and retention

CarePair may keep records relating to profiles, messages, reports, moderation decisions, suspensions, complaints, and security events in line with the Privacy Notice.

This may include retaining relevant records after account closure where reasonably necessary for complaints or disputes, safeguarding matters, fraud or misuse investigations, security incidents, legal claims, and audit and compliance purposes.

15. Relationship with other policies

A breach of this policy may also amount to a breach of the CarePair Terms of Use.

If there is any inconsistency between this policy and the Terms of Use, the Terms of Use will take precedence to the extent of that inconsistency.

16. Changes to this policy

CarePair may update these Community Rules and Acceptable Use Policy from time to time.

Where appropriate, CarePair will post the updated version on the website and may also notify users through the platform or by email.

17. Contact

Questions, reports, and appeals about this policy may be sent to CarePair using the contact details set out in the Privacy Notice.