

CarePair Privacy Notice

Last updated: 31 March 2026

1. Who we are

CarePair is the data controller for the personal information described in this notice.

Controller name: Russell Smith

Trading name: CarePair

Email: russ@carepair.co.uk

If you have any questions about this notice or how we handle your information, please contact us using the details above.

2. Who this notice applies to

This notice applies to people who use CarePair, including people seeking care or support, carers and support workers, employers or people acting on behalf of someone seeking care, and anyone who contacts CarePair through the platform.

CarePair is intended only for users aged 18 or over and must not be used by children.

3. The information we collect about you

We may collect, use and store the following categories of personal information.

Category	Information covered
3.1 Account and identity information	first name and last name; username; email address; password in encrypted or hashed form; account type; account status
3.2 Contact and address information	address details; home phone number; mobile phone number; contact visibility choices; communication preferences; marketing preferences
3.3 Profile information	date of birth; profile summary; about you or about the role text; profile completion status; whether you are looking for a match; whether your profile is visible in matching
3.4 Matching and preference information	support requirements; care skills; role qualities and preference answers; interest ratings; availability across the week; preferred search distance or radius; hourly rate; matching settings; last seen display setting
3.5 Location information	country and region; postcode; location coordinates where derived or stored for matching and search purposes

3.6 Profile photo and media information	profile photos; silhouette images; technical image details such as filename, file type, size, dimensions and crop information
3.7 Messages and communications	message content; message subjects; conversation participants; sent, received and read timestamps; archive or hide status; support messages; reports about conversations
3.8 Technical and security information	last login date and time; last seen date and time; remember-me choice; session and authentication data; IP address; browser, operating system and device or user agent information for new messages
3.9 Safeguarding, moderation and account review information	approval, suspension, restoration and archive history; admin review notes; moderation records; report outcomes and resolution notes; records of actions taken on an account
3.10 Administrative and audit records	export and import records; legacy account mapping and migration records; audit logs relating to messaging, moderation and account management
3.11 Email notification information	registered email address used to send service emails, including notifications that a new message has been received
3.12 Optional AI-assisted care plan drafting	care plan bullet notes and section text; CV bullet notes and section text; AI-generated draft summaries; final care plan and CV content; and records of when the optional AI summarise features were used
3.13 CV builder and CV documents	employment history; education, training and volunteering information; reference details; optional CV photo; generated CV PDFs; and any CV copies added to the document library

4. Sensitive information

Some information provided through profiles, support requirements, care preferences, role descriptions or messages may reveal information about health, disability, care needs, support needs or other sensitive personal circumstances.

Under UK data protection law, information about health and disability is usually treated as special category data, which requires extra protection. Where CarePair processes this type of information, we will treat it as particularly sensitive and apply additional safeguards.

5. How we collect your information

We collect personal information directly from you when you register, complete your profile, set preferences, upload content, send messages, contact support or report an issue. We also collect some information automatically when you use CarePair, including login, session and device-related data. In some cases, administrators may import legacy records into the current system, and other users may report a conversation, account or safety concern involving you.

If an employer or carer chooses to use an optional AI-assisted drafting tool, CarePair also collects the bullet points, section text and related document content entered into that feature, together with the draft text returned by the AI service. If a carer adds referee details to a CV, CarePair also collects the contact details and relationship information entered for those references.

6. How we use your information

We use your information to create and manage your account, verify and secure the service, display and manage your profile, support matching, help users search by location and preferences, enable messaging, send service emails, investigate reports and complaints, moderate content, prevent fraud and misuse, maintain audit trails, manage administrative tasks and improve the service where lawful.

Additionally, we use your information to analyse platform usage, care needs, support trends, carer supply, employer demand, age profiles and regional patterns, including by creating anonymised and aggregated statistics to help improve the service, understand unmet need, and identify where support capacity exists or gaps may arise.

CarePair also offers optional AI-assisted drafting tools for employers and carers, including the care plan tool and the CV tool. When a user chooses to use an AI summarise feature, CarePair sends the relevant section text, such as bullet notes and the section prompt, to its AI service provider solely to generate draft wording. These features are optional, user-triggered, and intended only to help the user draft or improve wording. The user remains responsible for reviewing, editing and deciding whether to use the generated text. CarePair also uses CV information to generate, store, export, download, delete and, if selected by the user, add CV PDFs to the document library.

7. Our lawful bases for processing

CarePair relies on the following lawful bases under UK GDPR.

Lawful basis	How it applies
Contract	Account creation and login, profile set-up and management, matching features, messaging functions, service notifications, support and account administration.
Legitimate interests	Platform security, fraud prevention, abuse prevention, moderation, handling reports, enforcing terms, maintaining audit logs, internal administration, service improvement, and creating anonymised and aggregated statistics and reports to understand care needs, support trends, supply, demand and regional patterns, where this does not override users' rights and interests.
Consent	Email marketing where required, optional features that clearly ask for permission, and certain uses of sensitive profile information where users choose to provide it for matching purposes.
Legal obligation	Keeping records and making disclosures where required for company, accounting, tax, regulatory or legal compliance.

8. Special category data condition

Where you choose to include information about health, disability, care needs, support needs or similar sensitive matters in your profile, preferences, role description or messages, CarePair processes that information with your explicit consent under Article 9(2)(a) UK GDPR. In limited cases, CarePair may also retain or review such information where necessary for the establishment, exercise or defence of legal claims.

Where care plans, CVs or AI-assisted drafts include information about health, disability, care needs, support needs or similar sensitive matters, CarePair will treat that information as special category data and apply additional safeguards. If a user chooses to use an optional AI-assisted drafting tool with this type of information, CarePair will process it only where an appropriate Article 9 condition applies, including explicit consent where relied on by CarePair.

9. Service emails and marketing

We use your registered email address to send service messages, such as account, security and message notifications. These service messages are part of running the CarePair service and do not depend on marketing preferences. If a user chooses to join the CarePair mailing list, CarePair may send marketing emails. Users can unsubscribe at any time using the unsubscribe link in the email or by contacting CarePair.

10. Automated matching and profiling

CarePair uses profile information, preferences, availability, location and other matching answers to help suggest or rank potential matches between users. This is a form of automated processing and may amount to profiling. CarePair does not currently make decisions that have legal effects, or similarly significant effects, about a user solely by automated means.

CarePair may also use optional AI tools to help employers turn bullet-point notes into draft care plan text and carers turn bullet-point notes into draft CV text. These features assist with drafting only and do not make decisions about individuals or produce legal or similarly significant effects.

11. Who we share your information with

We may share personal information with other CarePair users where this is part of the service and consistent with visibility settings, and with hosting and cloud infrastructure providers, email delivery providers, analytics providers, security and fraud prevention providers, customer support providers, professional advisers, and regulators, law enforcement or courts where required by law or reasonably necessary to protect rights, safety or the platform.

If an employer or carer chooses to use an optional AI-assisted drafting tool, CarePair shares the relevant section content with its AI service provider, currently OpenAI, solely for the purpose of generating draft wording. CarePair uses the OpenAI API/business service and does not opt in to OpenAI using CarePair API inputs or outputs to train or improve its models. OpenAI states that API content may still be retained for limited abuse monitoring for up to 30 days unless a stricter retention arrangement applies or longer retention is legally required.

12. International transfers

Some service providers may process personal information outside the United Kingdom. Where this happens, CarePair will ensure that appropriate safeguards are in place, such as adequacy regulations or approved contractual safeguards. You can contact CarePair using the details in section 1 if you would like more information about any international transfer safeguards used.

This may include processing by AI or cloud service providers outside the United Kingdom when an employer or carer chooses to use an optional AI-assisted drafting tool.

13. How long we keep your information

Record type	Proposed retention period
Active account data	For as long as the account remains active.
Closed or inactive accounts	Normally 12 months after closure or last activity, then deleted or anonymised unless part of an ongoing legal, security or record-keeping need.
Messages and message content	While the account is active, and normally up to 12 months after closure unless needed for reports, complaints, safeguarding, disputes, legal claims or security investigations.
Message metadata	Up to 6 years where reasonably necessary for audit, moderation, complaint handling, security and legal claims.
Login, session and security records	Up to 12 months, unless needed longer for misuse, fraud, abuse or security incident investigations.
IP address and user agent data for new messages	Up to 12 months from the relevant message event, unless a longer period is needed for security, moderation or legal issues.
Moderation, safeguarding, reporting and complaints records	Up to 6 years from closure of the issue.
Administrative, audit, import and export records	Up to 6 years, unless a longer period is required by law or for a live dispute or investigation.
Marketing records	While subscribed, plus a minimal suppression record after unsubscribe so opt-out requests can be respected.
Company and accounting records	Up to 6 years from the end of the relevant financial year, or longer where required by HMRC or other legal rules.
Care plans and care plan drafts	For as long as the account remains active, and normally up to 12 months after closure, unless deleted earlier by the user or retained longer for disputes, safeguarding, legal claims or security matters.
Optional AI-assisted care plan drafting content	Submitted section text and generated draft wording are kept in CarePair as part of the care plan record while the account

	remains active, and normally up to 12 months after closure, unless deleted earlier or retained longer for disputes, safeguarding, legal claims or security matters. OpenAI may retain API content for up to 30 days for abuse monitoring unless a stricter retention arrangement applies or longer retention is legally required.
CVs, CV drafts and generated CV PDFs	For as long as the account remains active, and normally up to 12 months after closure, unless deleted earlier by the user or retained longer for disputes, safeguarding, legal claims or security matters.
Optional AI-assisted CV drafting content	Submitted section text and generated draft wording are kept in CarePair as part of the CV record while the account remains active, and normally up to 12 months after closure, unless deleted earlier or retained longer for disputes, safeguarding, legal claims or security matters. OpenAI may retain API content for up to 30 days for abuse monitoring unless a stricter retention arrangement applies or longer retention is legally required.

14. Your rights

Depending on the circumstances, you may have the right to be informed, access your information, ask for correction, ask for erasure, ask for restriction, object to certain processing, receive a portable copy of certain information, and withdraw consent where consent is relied on. You also have the right to complain to the Information Commissioner’s Office.

15. Complaints

If you have a concern about how CarePair handles personal information, you should contact CarePair first so the issue can be reviewed. They also have the right to complain to the Information Commissioner’s Office at ico.org.uk if they are unhappy with how CarePair handles their personal information.

16. Security

CarePair uses appropriate technical and organisational measures to protect personal information, including access controls, authentication measures, logging and secure storage. No method of transmission or storage is completely secure, but CarePair works to reduce risk and protect the information it holds.

17. Cookies and similar technologies

CarePair uses cookies and similar technologies to keep users signed in, remember preferences, support security, and, where enabled, understand how the service is used. More information is set out in CarePair’s cookie notice.

18. Changes to this notice

CarePair may update this privacy notice from time to time. When it does, it will post the updated version on the website and update the last updated date. If a significant change is made, CarePair may also notify users by email or through the platform.