

Introduction

Advice Direct Scotland (ICO Registration Z9035412) (“ADS”) takes your privacy very seriously. This Privacy Notice is intended to set out your rights and answer any queries you may have about your personal data.

This privacy notice covers data collected in relation to the advocacy.scot service ran by Advice Direct Scotland.

This privacy notice is split into three sections

Data collected when visiting the advocacy.scot website

Data collected when advocacy.scot creates and updates a customer’s case.

Data rights

advocacy.scot website

How do we collect information from you?

We obtain information about you via our website when you complete the contact form and through cookies.

Customer information is obtained over the course of the enquiry with us. This can be done by phone, email, livechat or contact form.

What type of information do we collect from you via our website?

The following types of personal information are collected through the contact form:

- Name
- Address
- Email address
- IP address

Cookies

Our website uses cookies. ‘Cookies’ are small pieces of information stored on your computer which allows websites to recognise you when you visit. These cookies will not identify you as an individual but will collect statistical data concerning your browsing patterns and actions online. We use cookies to understand more about how our site is being used by visitors.

Cookies help us track various aspects of user visitations to our website. This includes the length of a user visit, their geographic location, and patterns of user navigation on our site.

You can switch off cookies on your computer, although this may result in a loss of functionality when accessing our website.

Google Analytics Cookies

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site.

The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the website from and the pages they visited.

For more information on Google Analytics' privacy policy visit [here](#).

Google Maps

These are Google Maps third-party cookies, which are unique identifiers to allow traffic analysis to Google Maps.

For more information on Google Maps' privacy policy visit [here](#).

Other websites

The advocacy.scot website may contain links to websites which are controlled by external organisations. This privacy policy only covers this website. Therefore, we strongly advise that you read the privacy notices of other sites, even if they are accessed using links from our website.

Additionally, we are not responsible for the privacy policies and security practices of third-party sites. We recommend that you read the privacy policy of these sites.

Advocacy.scot Service

What information do we collect from our customers?

Identity & Contact Information

- Date of birth
- Address
- Postcode
- Phone number
- Email address
- Preferred contact method
- Representative / advocate details (if applicable)

Case & Advocacy Information

- Referral source

- Reason for referral
- Advocacy type (instructed / non-instructed)
- Entitlement/benefit type (ADP, CDP, FSP, BSP, etc.)

Health and Disability Data

- Primary condition (e.g., mental health, physical disability, long-term condition, autism)
- Additional conditions (multi-select)
- Communication/access needs
- Disability status
- Health-related barriers to engagement
- Safeguarding concerns (nature of concern, reporting outcomes)

Protected Characteristics Data

- Sex assigned at birth
- Gender identity
- Ethnicity
- Religion or belief
- Sexual orientation
- Pregnancy or maternity status
- Marriage or civil partnership status
- Age (derived from DOB)
- Membership of seldom-heard or marginalised groups

Geographic Data

- Local authority
- NHS Board region
- SIMD quintile (derived from postcode)
- Rurality classification
- Region of outreach engagement

Feedback & Experience Data

- Satisfaction score
- Accessibility rating
- Respect / treatment rating
- Confidence before and after receiving advocacy
- Understanding of rights before and after
- Barriers experienced (language, literacy, digital access, stigma)
- Narrative feedback or comments
- Survey issue date and completion status
- 3-month follow-up responses
- Feedback received date
- Nature/category of feedback, including all provided details.

How do we use this information and what is the legal basis for this use?

We process the data listed above for the following purposes:

Processing Activity Group	Processing Activity	Personal Data Involved	Legal Basis (Art. 6)	Special Category Basis (Art. 9)
Core Advocacy & Case Management	Managing referrals, allocating cases, scheduling appointments, providing advocacy	Identity, contact details, referral details, case notes, support needs	6(1)(e) Public task	9(2)(g) Substantial public interest (DPA Sch.1 para 6)
Core Advocacy & Case Management	Recording benefit interactions (application, review, redetermination, appeal)	Benefit type, interaction type, outcomes, non-instructed status	6(1)(e)	9(2)(g)
Equality, Access & Inclusion Monitoring	Recording disability, health conditions, and access needs	Condition, access needs, disability info	6(1)(e)	9(2)(g) (DPA Sch.1 para 8 – equality of opportunity)
Equality, Access & Inclusion Monitoring	Collecting protected characteristics to evidence accessibility	Gender, sex at birth, ethnicity, religion, sexual orientation, etc.	6(1)(e)	9(2)(g) (equality of opportunity)
Geographic & Demographic Reporting	Recording postcode, local authority, NHS Board, SIMD quintile, rurality for equality analysis and ensuring service availability.	Postcode, LA, NHS, SIMD (derived), rurality	6(1)(e)	N/A
Experience & Outcomes Measurement	Collecting satisfaction scores, barriers, before/after confidence & understanding	Experience ratings, narrative comments, accessibility ratings	6(1)(e) for required surveys OR 6(1)(a) consent if optional	9(2)(a) explicit consent (if special category data volunteered by customer)
Experience & Outcomes Measurement	Collecting satisfaction scores, barriers, before/after confidence & understanding	Experience ratings, narrative comments, accessibility ratings	6(1)(e) for required surveys OR 6(1)(a) consent if optional	9(2)(a) explicit consent (if special category data volunteered by customer)

Safeguarding & Protection of Vulnerable People	Recording and reporting safeguarding concerns	Nature of concern, risk factors, reports to authorities	6(1)(c) Legal obligation and 6(1)(e)	9(2)(g) + DPA Sch.1 para 18 (safeguarding)
Outreach & Engagement Activities	Recording outreach partners, locations, and engagement	Location, demographic focus, seldom-heard groups	6(1)(e)	9(2)(g) (public interest/equality)

With whom and where will we share your personal data?

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if needed for the legal protection of our legitimate interests in compliance with applicable laws.

How long do we keep your personal data?

Service	Retention Period	Data Type
advocacy.scot	Three months	Call recordings
	Two years	All personal information which identifies our customers as individuals.

We will not keep your personal information for any purpose for longer than is necessary and will only retain the personal information that is necessary in relation to the purpose. We are also required to retain certain information as required by law or for as long as is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions.

We will retain your data for a short time beyond the specified retention period, to allow for information to be reviewed and any deletion to take place. In some instances, laws may require ADS to hold certain information for specific periods other than those listed above.

What are your rights in relation to your personal data?

Under data protection law, you have the following rights:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you in most cases.

Please contact us at DPO@advice.scot if you wish to make a request.

Where can you find more information about ADS's handling of your data?

If you have any outstanding questions or requests regarding this policy or our privacy practices in general, you can contact us by email through DPO@advice.scot.

Complaints

If you are not satisfied with our response or require further information regarding how we process your data, please contact us first so we can try to resolve your concerns. We will do our best to resolve any issues you may have. If we have issued a final response to your issues and you remain dissatisfied, you have the right to raise your concerns with the Information Commissioner's Office (ICO), the UK's independent regulator for data protection and privacy. You can find details on how to contact the ICO at <https://ico.org.uk/>.

Review of this policy

We keep this policy under regular review. This policy was last updated in February 2026