

# Getting to know you

**As part of our approach to Equality and Diversity and to make sure we provide services that meet the needs of our customers, we aim to keep up-to-date information about the profile of our residents. This helps us treat all of our customers equally and to learn more about you, your needs and your aspirations.**

The only way we can really get our services right for you, now and in the future, is to make sure our information about you is correct and current. We hold customer information securely in line with the Data Protection Act 1998.

**The main reasons we collect customer information are to:**

- Tailor our services to meet the needs of our residents, wherever practicable;
- Use it to make sure customer satisfaction with services is not unequal for different groups; and
- Make sure that everyone is properly catered for and identify where we may need to do things differently.

**We cannot promise to fit everything we do around everyone's individual needs, but we can try to make some things easier, for example your information will help us to:**

- Make sure that everyone is treated fairly and equally and is offered a choice wherever possible;
- Direct our services in the right way, to the right people, ensuring information and services are accessible;
- Improve choices for you and other residents;
- See if certain people are making the most of our services, and make sure that you get the right part of what you're paying for;
- Improve the way we approach and tackle anti-social behaviour, discrimination and harassment concerning our customers;
- Monitor and understand complaints and satisfaction with our services;
- Ensure our policies and procedures do not disadvantage any resident group;
- Get things right, plan and use our resources more effectively and cost-efficiently so that we can reinvest in the areas that are important to you;
- Assess whether services are relevant and meet the needs and aspirations of our communities – so we don't waste money on services that aren't needed or aren't provided in the right way;

- Ensure our staff are aware of and trained to deliver fair and the right services for our customers; and
- Fulfil our legal and regulatory obligations; we are expected to understand, build a profile of, and provide tailored services for our customers.

We collect information in different ways including forms, surveys and estate events. Sometimes we will send you a letter and ask you to check the information we hold about you is correct; at other times we may check your details are accurate when we talk on the phone or meet you in person.

The information we would like to collect about you is focused around the six “diversity strands”: age, gender, race, religion or belief, disability and sexuality. It is not meant to be too personal, but it is difficult for us to provide the right kind of service if we don’t know what your circumstances are. Importantly, there is no law that says you have to give all of this information. If you do not feel comfortable telling us something, we encourage you to tell us that you’d prefer not to give us a particular piece of information about you. It is more useful for us to know that you don’t want to give this information than it is for us to not know anything about you.

If at any time you have any queries about why we want to collect information about you please contact the Customer Services Team on:

Atlantic: 0800 0191 469

Pavilion: 0800 0191 470

Portsmouth: 08450 551122

**Thank you for your help.**