Demal 365

Privacy and safety

Our design principles, in plain English.

Demal 365 is for people living with dementia and for older people living alone. It sits in their home and knows about their life, so it has to deserve their trust and their family's.

These are the principles the service is designed to meet, written plainly so that families, carers and organisations can hold us to them.

Where we are

Demal 365 is preparing for launch. These principles describe the service as designed. The full privacy notice will be published before the service opens.

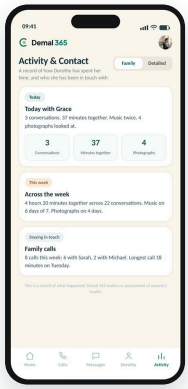
1 Company, not monitoring

Not a medical device

Demal 365 does not diagnose, monitor or assess anyone. It is a companionship and wellbeing service, and it sits alongside the care that others provide.

Grace does not watch or report

She does not watch the person, judge their mood or report on them to anyone. If the person would like to talk to their family, Grace can offer to call, and the choice is theirs.



Design screen, fictional names

What the family sees

A simple record of time together: how many conversations, how long, music played, photographs looked at and calls made.

The family never sees what was said, and the app never makes an assessment of anyone's health or mood. It is enough to know that someone has had company today, without anyone listening in.

2 Conversations are not kept

Nothing is recorded

Conversation is processed in the moment so that Grace can reply. It is never stored as a recording or a transcript.

The camera stays off

The camera is used only for family video calls. It is never used to watch the room or the person.

3 Only the people who should

Closed calling

Only contacts the family approves can call the tablet or be called from it. There are no cold calls, and nobody outside that circle can get through.

Grace cannot act on her own

Grace talks, plays music, shows photographs and reads aloud. She cannot buy anything, browse the internet, change settings or contact anyone the family has not approved.

4 Where information is kept

The profile has one purpose

What the family shares about the person is used for one thing: to make Grace personal to them. Families can change it at any time and ask for everything to be deleted.

Designed for UK data

The service is designed to store personal data in the UK, under UK data protection law.

Strict rules for every supplier

Any company that processes data for Demal 365 must sign up to UK data protection standards, keep nothing it does not need, and never use conversations to train its systems.

Security built in

Personal data is encrypted, access is limited to the people who need it, and a lost tablet can be switched off remotely. The service will be independently security tested before launch.

5 Built with care

Grounded in UK guidance

Grace's behaviour is designed with reference to NICE guideline NG97 and published guidance from Alzheimer's Society and Dementia UK.

A person signs off every change

Every change to Grace is tested against simulated difficult conversations drawn from that guidance, and no change goes out without human sign-off.

One service for everyone

Demal 365 is the same service for everyone who uses it, whether they are living with dementia or simply living alone.

Dignity first

Nothing about Demal 365 tests, scores or corrects the person. Activities are deliberately unscored, and subjects the family asks Grace to avoid are avoided.

Alongside care, never instead of it

Demal 365 is a companionship and wellbeing service. It is not a medical device, not a health-monitoring system, not a safety alarm and not an emergency lifeline. We recommend it is used in addition to, never instead of, a personal alarm or telecare service and the care others provide.

Questions about privacy or safety, from a family, a carer or an organisation? info@ai571.uk

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