



NAME AND ADDRESS DETAILS

Dear *ADDRESSEE*

IMPORTANT LETTER ABOUT YOUR CARELINE COMMUNITY SERVICE ACCOUNT

We are sending you this letter to tell you about two important matters with your Careline Community Service account.

Digital switchover

As phone technology has developed, providers are switching from the older analogue system to a newer digital system – this is a better and more secure way of providing phone lines. By 2025 everyone must have switched to a digital phone line. There is a leaflet included with this letter that tells you more about the digital switchover.

This means you may need a new digital alarm unit for your Careline Community Service equipment. If you need a new unit we will call you to arrange a visit, and we will switch it over for you. (Many of you will already have the new unit as we have been working on this since 2021.)

We have made a list of all the people who need a new digital alarm unit and we are working our way through contacting everyone on that list. If your name is on the list we will call you to arrange a visit to change your equipment.

When we call, we will explain who we are and ask to make an appointment.

We will say that we are calling from Careline Community Service. If someone calls giving another company name, they are not linked to us. The price for digital units is slightly higher but it's important to understand that this will be added to your regular payments for the service, there is no separate charge for switching or installing the digital unit. We will not ask for any money upfront – the switchover is included in your service payments – so anyone who asks for money is not calling from Careline Community Service.

When we visit, our staff will be wearing a blue polo shirt with the Careline Community Service logo on it, and they will have a council ID badge.

Scam awareness

Unfortunately, there are a lot of heartless people out there who are very good at convincing people that they are calling from a real company or service and getting them to share personal information such as bank or card details.

The latest one we have become aware of is people phoning to say that you need to transfer your unit over or that you are being switched to a different provider, or sometimes they are just trying to take your money without providing a service at all.

There are lots of different companies providing pendant services and you can choose who you use. But you should make sure you understand who your provider is and what we will and won't do.

Your provider is Careline Community Service, which is run by the Borough Council of King's Lynn and West Norfolk. We are not linked with Doctor Alert UK or any other provider.

We don't take money up front, and we only take payments over the phone when you make contact with us.

If someone calls you and says they're from Careline Community Service, you can check it's really us. Put the phone down and call the borough council from a different phone line or if you can't do that, put the phone down and wait for at least 10 minutes, then call the borough council on 01553 616200 and choose option 1.

If you have someone like a relative or friend who supports you, it might be a good idea to show them this letter so you can talk it over with them. If you have any questions or worries, please email careline.operators@west-norfolk.gov.uk or call the council on 01553 616200 and choose option 1.

Please be assured that we take your personal information and safety very seriously. We would never share your details with another party for the purpose of selling you a service.

Regards,

SIGNATURE

Judith Berry

Community Health & Wellbeing Manager, Careline Community Service