**GP Primary Choice Limited Privacy Notice**

GP Primary Choice Ltd (GPPC) understands that your privacy is important to you and that you care about how your personal data is used and who it is shared with.

The purpose of this notice is to inform you of the types of information GP Primary Choice Ltd holds, how that information is used, and how we keep it secure and confidential.

We respect and value the privacy of everyone who visits this website, for the purpose of information provided via [www.gpprimarychoice.co.uk](http://www.gpprimarychoice.co.uk) (“Our website”) We do not collect personal data about you unless you contact us. Any personal data we do collect via the website will only be used as the purpose it was collected.

If you wish to opt out of receiving the latest news and updates, please let us know by emailing: [admin@gpprimarychoice.co.uk](mailto:admin@gpprimarychoice.co.uk)

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**Information About Us**

GP Primary Care Choice Ltd

Unit 1, Block C, University of Essex Knowledge Gateway  
Parkside Office Village  
Nesfield Road  
Colchester, Essex, CO4 3ZL

We are registered with the Information Commissioner’s Office as a Data Controller and our registration number is **ZA012355**.

Our Data Protection Officer is Paul Cook and can be contacted by email at [dpo@gpprimarychoice.co.uk](mailto:dpo@gpprimarychoice.co.uk)

Or write to:

Data Protection Officer  
Unit 1, Block C, University of Essex Knowledge Gateway  
Parkside Office Village  
Nesfield Road  
Colchester, Essex, CO4 3ZL

Our website is operated by My Surgery Website, Indigo House, Sussex Avenue, Leeds  
LS10 2LF Contact Number 0845 519 8661

**Information We Collect and why we have it**

GPPC processes different types of information:

* Identifiable – containing details that identify individuals. The following are data items that are considered identifiable: name, address, NHS Number, full postcode, date of birth, Medical Information – This information is collected as part of the direct healthcare services we deliver to you as patients. Eg, GP Care Advisors / Phlebotomy Clinics (Blood Tests) / Lung Health Checks etc
* Pseudonymised information – individual-level information where individuals can be distinguished by using a coded reference, identity is scrambled in code.
* Anonymised – about individuals but with all identifying details removed.
* Aggregated – statistical information about multiple individuals that has been combined to show general trends or values without identifying individuals within the data.

**How we keep your information safe and secure**

Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure any data we hold about you (even if it is only your name and email address).

All staff receive annual Data Security Awareness Training, Policies are in place and audited to ensure they are followed. Smartcards are used to access to systems, which are reviewed regularly.

Your data will only be stored in the UK.

**How long do we keep your Information**

Information is kept in-line with the Records Management Code of Practice 2021 for Health and Care.

**Your Information Rights**

* As a data subject, you have the following rights under the Data Protection Act 2018 / UKGDPR, which this Policy and our use of personal data have been designed to uphold:
* The right to be informed about our collection and use of personal data;
* The right of access to the personal data we hold about you
* The right to rectification if any personal data we hold about you is inaccurate or incomplete.
* The right to be restrict processing – i.e. the right to restrict the way we process your personal data. We only hold and process your personal data to deliver healthcare services to you.

You also have the right to make complaints and request investigations into the way your information is used. Please contact our Data Protection Officer or visit the link below for more information.

For more detailed information on your rights visit <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>   
  
**How Can You Access Your Data**

Under the Data Protection Act 2018 and UKGDPR, you have the right to ask for a copy of any of your personal data held by Us (where such data is held).  We will provide any and all information in response to your request free of charge, and within one calendar month.  Please contact the Data Protection Officer at [dpo@gpprimarychoice.co.uk](mailto:dpo@gpprimarychoice.co.uk) for further details.  
  
**National Data Opt-Out**  
  
Information about your health and care helps us to improve your individual care, speed up diagnosis, plan your local services and research new treatments. The NHS is committed to keeping patient information safe and always being clear about how it is used.

#### How your data is used Information about your individual care such as treatment and diagnoses is collected about you whenever you use health and care services. It is also used to help us and other organisations for research and planning such as research into new treatments, deciding where to put GP clinics and planning for the number of doctors and nurses in your local hospital. It is only used in this way when there is a clear legal basis to use the information to help improve health and care for you, your family and future generations.

Wherever possible we try to use data that does not identify you, but where we provide direct health care services to you, it is necessary to use your confidential patient information.

#### You have a choice You do not need to do anything if you are happy about how your information is used. If you do not want your confidential patient information to be used for research and planning, you can choose to opt out securely online or through a telephone service. You can change your mind about your choice at any time.

#### Will choosing this opt-out affect your care and treatment? No, choosing to opt out will not affect how information is used to support your care and treatment. You will still be invited for screening services, such as screenings for bowel cancer.

#### What do you need to do? If you are happy for your confidential patient information to be used for research and planning, you do not need to do anything. To find out more about the benefits of data sharing, how data is protected, or to make/change your opt-out choice visit [www.nhs.uk/your-nhs-data-matters](https://www.nhs.uk/your-nhs-data-matters/)

**Contacting Us**

If you have any questions about our website or this Privacy Policy, please contact us by email at [admin@gpprimarychoice.co.uk](mailto:admin@gpprimarychoice.co.uk), or by telephone on 01206 890896.

**Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our website and you will be deemed to have accepted the terms of the Privacy Policy on unless you inform us otherwise by either emailing: [admin@gpprimarychoice.co.uk](mailto:admin@gpprimarychoice.co.uk) or by phone on: 01206 890896

June 2023