

Privacy Notice

We understand how important it is to keep your personal information safe and secure and we take this very seriously. We have taken steps to make sure your personal information is looked after in the best possible way and we review this regularly.

Please read this privacy notice ('Privacy Notice') carefully, as it contains important information about how we use the personal and healthcare information we collect on your behalf.

1. WHY WE ARE PROVIDING THIS PRIVACY NOTICE

We are required to provide you with this Privacy Notice by Law. It explains how we use the personal and healthcare information we collect, store and hold about you. If you are unclear about how we process or use your personal and healthcare information, or you have any questions about this Privacy Notice or any other issue regarding your personal and healthcare information, then please do contact our **Data Protection Officer** (details below).

The Law says:

- A. We must let you know why we collect personal and healthcare information about you;
- B. We must let you know how we use any personal and/or healthcare information we hold on you;
- C. We need to inform you in respect of what we do with it;
- D. We need to tell you about who we share it with or pass it on to and why; and
- E. We need to let you know how long we can keep it for.

2. THE DATA PROTECTION OFFICER

The Data Protection Officer for the Surgery can be contacted through The Bay Medical Practice on 01983 862000 or via email hiowicb-hsi.thebaymedical@nhs.net if:

- You have any questions about how your information is being held;
- Or any other query relating to this Policy and your rights as a patient.

3. ABOUT US

We, at the The Bay Medical Practice ('**the Surgery**') situated at Broadway, Sandown, Isle of Wight PO36 9GA and 1 Carter Road, Shanklin, Isle of Wight, PO37 7HR, are a **Data Controller** of your information. This means we are responsible for collecting, storing and handling your personal and healthcare information when you register with us as a patient.

There may be times where we also process your information. That means we use it for a particular purpose and, therefore, on those occasions we may also be **Data Processors**. The purposes for which we use your information are set out in this Privacy Notice.

4. INFORMATION WE COLLECT FROM YOU

The information we collect from you will include:

- A. Your contact details (such as your name, telephone/mobile number and email address, including place of work and work contact details);
- B. Details and contact numbers of your next of kin;
- C. Your age range, gender, ethnicity;
- D. Details in relation to your medical history;
- E. The reason for your visit to the Surgery;
- F. Medical notes and details of diagnosis and consultations with our GPs and other health professionals within the Surgery involved in your direct healthcare.

5. INFORMATION ABOUT YOU FROM OTHERS

We also collect personal information about you when it is sent to us from the following:

- A. A hospital, a consultant or any other medical or healthcare professional, or any other person involved with your general healthcare;
- B. Independent Contractors such as dentists, opticians, pharmacists;
- C. Private Sector Providers;
- D. Voluntary Sector Providers;
- E. Social Care Services;
- F. Local Authorities;
- G. 3rd Parties (such as friends/family/neighbour);
- H. Police & Judicial Services;
- I. Education Services.

6. YOUR SUMMARY CARE RECORD

Your summary care record is an electronic record of your healthcare history (and other relevant personal information) held on a national healthcare records database provided and facilitated by NHS England.

This record may be shared with other healthcare professionals and additions to this record may also be made by relevant healthcare professionals and organisations involved in your direct healthcare.

You may have the right to demand that this record is not shared with anyone who is not involved in the provision of your direct healthcare. If you wish to enquire further as to your rights in respect of not sharing information on this record then please contact the surgery

To find out more about the wider use of confidential personal information and to register your choice to opt out if you do not want your data to be used in this way, please visit www.nhs.uk/my-data-choice

Note if you do choose to opt out, you can still consent to your data being used for specific purposes. However, if you are happy with this use of information you do not need to do anything. You may however change your choice at any time.

7. WHO WE MAY PROVIDE YOUR PERSONAL INFORMATION TO, AND WHY

Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care Services, important information about you is collected to help ensure you get the best possible care and treatment. This information may be passed to other approved organisations where there is a legal basis, to help with planning services, improving care, research into developing new treatments and preventing illness. All of this helps in providing better care to you and your family and future generations. However, as explained in this privacy notice, confidential information about your health and care is only used in this way where allowed by law and would never be used for any other purpose without your clear and explicit consent.

We may pass your personal information on to the following people or organisations because these organisations may require your information to assist them in the provision of your direct healthcare needs. It, therefore, may be important for them to be able to access your information in order to ensure they may properly deliver their services to you:

- A. Hospital professionals (such as doctors, consultants, nurses, etc);
- B. Other GPs/Doctors;
- C. Pharmacists;
- D. Nurses and other healthcare professionals;
- E. Dentists;
- F. Any other person that is involved in providing services related to your general healthcare, including mental health professionals.

8. OTHER PEOPLE WHO WE PROVIDE YOUR INFORMATION TO

- A. Commissioners;
- B. Integrated Care Boards / Systems (ICB/ICS);
- C. Local authorities;

- D. Community health services;
- E. For the purposes of complying with the law e.g. Police, Solicitors, Insurance Companies;
- F. Anyone you have given your consent to, to view or receive your record, or part of your record. **Please note, if you give another person or organisation consent to access your record, we will need to contact you to verify your consent before we release that record. It is important that you are clear and understand how much and what aspects of your record you give consent to be disclosed.**
- G. **Advanced Access** – we provide extended access services to our patients which means you can access medical services outside of our normal working hours. In order to provide you with some of this service, we engage with Tower House Surgery who provide local registered GPs and Practice Nurses. These staff will have to have access to your medical record to be able to offer you the service. Please note to ensure that this practice complies with the law and to protect the use of your information, we have data sharing agreements and other clear arrangements in place to ensure your data is always protected and used for those purposes only.
- H. **Data Extraction by the ICB** – the ICB at times extracts medical information about you, but the information we pass to them via our computer systems **cannot identify you to them**. This information only refers to you by way of a code that only your practice can identify (it is pseudo-anonymised). This therefore protects you from anyone who may have access to this information at the Clinical Commissioning Group from **ever** identifying you as a result of seeing the medical information and we will **never** give them the information that would enable them to do this.

There are good reasons why the Clinical commissioning Group may require this pseudo-anonymised information, these are as follows:

Understanding of population activity at a Practice, Super Practice, Federation, Primary Care Home, ICB and STP Level;

Grouping the population into patient cohorts (segments) based on demographic and clinical features; using these cohorts as a lens through which to understand current and future activity, financial impact and long-term outcomes. Monitoring of bespoke cohorts of patients e.g. frail elderly;

Understand and forecast costs;

“Business as Usual” analytical support for commissioning;

Analysis to enable services and contracts to be better aligned with the population and their needs;

Opportunity identification using case mix adjusted benchmarking;

Service evaluation as a resource to undertake match case control analysis.

Population Health Analytics as follows:

Medicines Management, to identify cohorts of patients where prescribing could be improved, and monitoring progress with agreed changes to prescribing, as well as provide Nursing/Care Homes with medication support for residents;

Monitoring progress with schemes to improve care, e.g. long-term conditions, completion of direct and local enhanced services;

Supporting Practices with data quality Improvements by identifying data quality issues or inconsistencies;

Understanding activity in Primary Care for specific conditions to identify service improvements;

Surveillance e.g. monitoring flu-like illness

Health needs assessment, for example, identifying numbers of patients with specific health conditions, or combinations of conditions;

Health services research including identification of patients eligible to be invited to participate in research, where patient consent has been obtained.

- I. **IGPR Technologies** - We use a processor, iGPR Technologies Limited (“iGPR”), to assist us with responding to report requests relating to your patient data, such as subject access requests that you submit to us (or that someone acting on your behalf submits to us) and report requests that insurers submit to us under the Access to Medical Records Act 1988 in relation to a life insurance policy that you hold or that you are applying for.

iGPR manages the reporting process for us by reviewing and responding to requests in accordance with our instructions and all applicable laws, including UK data protection laws. The instructions we issue to iGPR include general instructions on responding to requests and specific instructions on issues that will require further consultation with the GP responsible for your care.

9. ANONYMISED INFORMATION

Sometimes we may provide information about you in an anonymised form. If we do so, then none of the information we provide to any other party will identify you as an individual and cannot be traced back to you.

10. YOUR RIGHTS AS A PATIENT

The Law gives you certain rights to your personal and healthcare information that we hold, as set out below:

A. Access and Subject Access Requests

You have the right to see what information we hold about you and to request a copy of this information.

We will provide this information free of charge however, we may in some **limited and exceptional** circumstances have to make an administrative charge for any extra copies if the information requested is excessive, complex or repetitive.

We have one month to reply to you and give you the information that you require. We would ask, therefore, that any requests you make are in writing and it is made clear to us what and how much information you require.

B. Online Access

You may ask us if you wish to have online access to your medical record. However, there will be certain protocols that we have to follow in order to give you online access, including written consent and production of documents that prove your identity.

Please note that when we give you online access, the responsibility is yours to make sure that you keep your information safe and secure if you do not wish any third party to gain access.

C. Correction

We want to make sure that your personal information is accurate and up to date. You may ask us to correct any information you think is inaccurate. It is very important that you make sure you tell us if your contact details including your mobile phone number has changed.

D. Removal

You have the right to ask for your information to be removed however, if we require this information to assist us in providing you with appropriate medical services and diagnosis for your healthcare, then removal may not be possible.

E. Objection

We cannot share your information with anyone else for a purpose that is not directly related to your health, e.g. medical research, educational purposes, etc. We would ask you for your consent in order to do this however, you have the right to request that your personal and healthcare information is not shared by the Surgery in this way. Please note the Anonymised Information section in this Privacy Notice.

F. Transfer

You have the right to request that your personal and/or healthcare information is transferred, in an electronic form (or other form), to another organisation, but we will require your clear consent to be able to do this.

11. THIRD PARTIES MENTIONED ON YOUR MEDICAL RECORD

Sometimes we record information about third parties mentioned by you to us during any consultation. We are under an obligation to make sure we also protect that third party's rights as an individual and to ensure that references to them which may breach their rights to confidentiality, are removed before we send any information to any other party including yourself. Third parties can include: spouses, partners, and other family members.

12. HOW WE USE THE INFORMATION ABOUT YOU

We use your personal and healthcare information in the following ways:

- A. when we need to speak to, or contact other doctors, consultants, nurses or any other medical/healthcare professional or organisation during the course of your diagnosis or treatment or on going healthcare;
- B. when we are required by Law to hand over your information to any other organisation, such as the police, by court order, solicitors, or immigration enforcement.

We will never pass on your personal information to anyone else who does not need it, or has no right to it, unless you give us clear consent to do so.

13. LEGAL JUSTIFICATION FOR COLLECTING AND USING YOUR INFORMATION

The Law says we need a **legal basis** to handle your personal and healthcare information.

CONTRACT: We have a contract with NHS England, Public Health England, the Local Authority and the Hampshire & Isle of Wight Integrated Care Board (ICB) to deliver healthcare services to you. This contract provides that we are under a legal obligation to ensure that we deliver medical and healthcare services to the public.

CONSENT: Sometimes we also rely on the fact that you give us consent to use your personal and healthcare information so that we can take care of your healthcare needs.

Please note that you have the right to withdraw consent at any time if you no longer wish to receive services from us.

NECESSARY CARE: Providing you with the appropriate healthcare, where necessary. The Law refers to this as 'protecting your vital interests' where you may be in a position not to be able to consent.

LAW: Sometimes the Law obliges us to provide your information to an organisation (see above).

14. SPECIAL CATEGORIES

The Law states that personal information about your health falls into a special category of information because it is very sensitive. Reasons that may entitle us to use and process your information may be as follows:

PUBLIC INTEREST: Where we may need to handle your personal information when it is considered to be in the public interest. For example, when there is an outbreak of a specific disease and we need to contact you for treatment, or we need to pass your information to relevant organisations to ensure you receive advice and/or treatment;

CONSENT: When you have given us consent;

VITAL INTEREST: If you are incapable of giving consent, and we have to use your information to protect your vital interests (e.g. if you have had an accident and you need emergency treatment);

DEFENDING A CLAIM: If we need your information to defend a legal claim against us by you, or by another party;

PROVIDING YOU WITH MEDICAL CARE: Where we need your information to provide you with medical and healthcare services

15. HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We carefully consider any personal information that we store about you, and we will not keep your information for longer than is necessary for the purposes as set out in this Privacy Notice.

16. UNDER 16s

There is a separate privacy notice for patients under the age of 16, a hard copy of which may be obtained on request. It is also available on our website and is displayed in the surgery.

17. IF ENGLISH IS NOT YOUR FIRST LANGUAGE

If English is not your first language you can request a translation of this Privacy Notice. Please contact the surgery.

18. COMPLAINTS

If you have a concern about the way we handle your personal data or you have a complaint about what we are doing, or how we have used or handled your personal and/or healthcare information, then please contact our Practice Manager Karen Hermans

However, you have a right to raise any concern or complaint with the UK information regulator, at the Information Commissioner's Office: <https://ico.org.uk/>.

19. OUR WEBSITE

The only website this Privacy Notice applies to is the Surgery's website. If you use a link to any other website from the Surgery's website, then you will need to read their respective privacy notice. We take no responsibility (legal or otherwise) for the content of other websites.

20. COOKIES

The Surgery's website is provided by "Brightbulb Design".

We do not use cookies to track your activity online.

We do not set first party cookies on this website containing any personal data unless specifically instructed to do so by the user. For example, if a user requests to be remembered on a form, then a cookie is set to retain the form data for next time.

21. SECURITY

We take the security of your information very seriously and we do everything we can to ensure that your information is always protected and secure. We regularly update our processes and systems and

we also ensure that our staff are properly trained. We also carry out assessments and audits of the information that we hold about you and make sure that if we provide any other services, we carry out proper assessments and security reviews.

22. TEXT MESSAGING/ E-MAIL AND CONTACTING YOU

Because we are obliged to protect any confidential information we hold about you and we take this very seriously, it is imperative that you let us know immediately if you change any of your contact details.

We may contact you using SMS texting to your mobile phone if we need to notify you about appointments and other services that we provide to you involving your direct care, therefore **you must ensure that we have your up-to-date details**. This is to ensure we are sure we are actually contacting you and not another person.

23. RECORDING TELEPHONE CALLS

All telephone calls received or made from nominated extensions within the practice are recorded, with the exception of calls where card payment is taken by us (recording is manually terminated) this is to protect our patients, our staff and healthcare professionals.

Call recordings are deleted after 36 months. However, recordings may be kept for longer if required as part of a Coroner's, Police's or legal third-party investigation.

Under the right of access provision of the Data Protection Act 2018, any individual can request to hear and/or receive a copy of call recordings that they are involved in. Requests for access can be submitted in writing to:

hiowicb-hsi.thebaymedical@nhs.net

Requesters may be asked to provide information about the originating telephone number, date and time of the call to aid in the call being found. All reasonable attempts will be made by the practice to confirm that the identity of the individual making the subject access request matches the identity of the caller. Access may be refused if sufficient proof of identity is not provided.

Purposes of call recording

- The purpose of call recording is to provide an exact record of the call which can:
- Assist in the assurance of quality of the service the Practice provides to its callers.
- Assist in the management of the practice's patients care.
- Maintain an up to date and accurate patient record.
- To help protect practice staff from abusive and/or nuisance callers and provide evidence in assessing the seriousness of threats.
- To clarify the content of particular conversations in the event of a concern or complaint either by a patient or a member of staff and assist in the resolution of it.
- Help identify staff training needs, manage the performance of Practice staff, and to support in the training of new and existing staff members. (Staff are made aware of this as part of practice induction)

- Assist in the Practices quality control to identify any issues in practice processes, and aid in addressing them.
- To provide evidence for criminal proceedings.
- To investigate fraudulent or inappropriate activity.

Our telephone provider is X-on, who act as a data processor in relation to any personal data for and on behalf of the The Bay Medical Practice, who remains the data controller in relation to such personal data.

For any further information, please contact the Surgery on 01983 409292 or email:

hiowicb-hsi.thebaymedical@nhs.net

24. PATIENT REGISTRATION

The practice uses Healthtech – 1 <https://www.healthtech1.uk/> to provide an online registration service to new patients. This relieves the pressure on staff and helps to speed up the registration process. Patients can choose to use the online service or to attend the practice to register.

This is part of the NHS requirements under the NHS contract (6.1.e) and enables us to deliver patient care (9.2.h)

25. GP CONNECT

We use a facility called GP Connect to support your direct care. GP Connect makes patient information available to all appropriate clinicians when and where they need it, to support direct patients care, leading to improvements in both care and outcomes.

The NHS 111 service (and other services determined locally e.g. Other GP practices in a Primary Care Network) will be able to book appointments for patients at GP practices and other local services. GP Connect is not used for any purpose other than direct care.

Legal basis - 6.1.e - NHS Contract authority and 9.2.h - delivery of direct health care

26. Rapid Health

Our GP practice uses the Rapid Health Total Triage system to help manage patient requests safely and efficiently. The system collects information that you provide about your health concern in order to assess its urgency and ensure your request is directed to a direct appointment booking or the most appropriate clinician or member of the practice team. All personal data processed through the triage system is handled securely and in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, and is used solely for the purpose of providing and managing your care. The service is available via our website, in practice, the NHS App and if required by telephone.

Legal basis - 6.1.e - necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller and 9.2.h - delivery of direct health care.

NHS login

If you access Rapid Health using your NHS login details, the identity verification services are managed by NHS England.

NHS England is the controller for any personal information you provided to NHS England to get an NHS login account and verify your identity and uses that personal information solely for that single purpose. For this personal information, our role is a “data processor” only and we must act under the instructions provided by NHS England (as the “data controller”) when verifying your identity.

For more information on NHS login, see the NHS login privacy notice and NHS login terms and conditions.

NHS App

You can access Rapid Health on the NHS App using your NHS login details.

If you sign in using NHS login, we will ask your permission to share your NHS login information with our service. This allows us to fill in some personal details for you, such as your name, date of birth and contact details.

We will not use your NHS login information for any other purposes. You can only share your NHS login information if you have proved your identity to NHS login.

You can choose not to share your NHS login information with Rapid Health but you will need to enter your information yourself whilst using the service.

For more information, see the NHS login privacy notice and NHS login terms and conditions.

27. WHERE TO FIND OUR PRIVACY NOTICE

You may find a copy of this Privacy Notice on the Surgery’s notice board, on our website, included in our registration pack or a copy may be provided on request.

28. CHANGES TO OUR PRIVACY NOTICE

We regularly review and update our Privacy Notice. This Privacy Notice was last updated on 02 January 2026