

# Northumbria Health (on Behalf of Northumbria Healthcare NHS Foundation Trust)

## Privacy Notice

This privacy notice has been produced to explain how and why your personal data is being collected by Northumbria Health. It also details how your information is being used, how it will be stored and your data protection rights under the relevant legislation, namely the Data Protection Act 2018.

This Privacy Notice applies to information we process about:

- Visitors to our website(s);
- Prospective and current patients of Northumbria Health;
- Staff (clinicians and staff listed on our website)
- Individuals engaging with Northumbria Health, including but not limited to:
  - Complaints;
  - Individuals who subscribe to our newsletter / email updates;
  - Individuals exercising rights under the Freedom of Information Act or the Data Protection Act.

### Changes to our Policy

If our Privacy Policy changes in any way, we will place an updated version on this page. Regularly reviewing the page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

### What type of information we will collect and why:

#### Visitors to our websites

While visiting our website, there may be instances where we collected limited personal information such as Name, Email address and phone number. In addition, we may also collect limited information relating to your health where you have chosen to provide it as part of a query, or other information you choose to provide us with. Additionally, we will collect your email address, where you have chosen to receive updates via email and have provided us with this information to do so.

#### People who call our helpline or contact us via phone

When you call any telephone number belonging to Northumbria Healthcare NHS Foundation Trust such as the Northumbria Health telephone number, we collect calling line identification (CLI) information. We use this information for audit and security purposes. In some instances, we may require you to provide us with personal information over the phone. All information provided to us via this method is treated and processed in line with Data protection legislation and organisational

policies. We also collect such information over the telephone if it is absolutely necessary in order to respond to your query.

### People who email us

We use Transport Layer Security (TLS) to encrypt and protect email traffic in line with government. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

### Our patients

As a patient of Northumbria Health, we collect and use a variety of personal and special category data (Sensitive data such as medical history, treatment etc.). Your health data may be collected to help inform staff of your needs, make decisions about the treatment and care that you receive and ensure you receive the highest standard of care by Northumbria Health or any other organisations in partnership with us. This makes sure that all staff involved in your care have the most accurate and up-to-date information to make the appropriate decisions when needed.

For further information on how we use this data to support your treatment, please consult the Northumbria Healthcare NHS Foundation Trust patient Privacy Notice, which can be found by visiting: [Privacy notice :: Northumbria Healthcare NHS Foundation Trust](#)

### People who make a complaint to us

When we receive a complaint from an individual, we create a file containing the details of the complaint. This usually contains the identity of the complainant and any other individuals involved in the complaint.

We will only use the personal information we collect to process the complaint and to check on the level of service we provide, information may also be used to improve the services we provide. We compile and publish statistics & report showing information like the number of complaints we receive. This does not contain any identifiable information.

We may have to disclose the complainant's identity to whoever the complaint is about (e.g. informing the relevant service). This may be necessary in order to investigate complaints, for example if a service need to investigate medical treatment, this will be needed in order to check patient records. If a complainant doesn't want information identifying them to be disclosed, we will try to respect that. However, it may not be possible to handle a complaint on an anonymous basis. We will keep personal information contained in complaint files in line in line with our complaint policy. It will be retained in a secure environment and access to it will be restricted accordingly to those who need access to it for the purposes of complaint investigation.

### Visitors to our sites (Locations)

Visitors: During visits to our sites, visitors may be asked to sign in on a register. The information provided in relation to this may include your name & purpose of your visit. This is so that Northumbria Health (Northumbria Healthcare NHS Foundation Trust) is aware of who is visiting the site at all times for audit purposes. This information would also be vital in the event that any premises need to be evacuated e.g. in the event of a fire. The information in these registers is only retained for as long as necessary before being securely destroyed.

CCTV: Northumbria Health premises operate CCTV that is deployed around our sites, in addition some security personnel may also have body-worn cameras, which record both sound and images. Both of these are in order to manage and investigate the following circumstances:

- Alleged security incidents, theft, assault or any other crime on our premises
- Staff, visitor and patient safety
- Investigation of traffic incidents or congestion on our sites
- Supporting the management of a fire or major incident alert
- The security of Trust premises
- Investigation of persons acting suspiciously on our premises

CCTV images are retained for 90 days. Images and sound recording from body-worn cameras are retained for 90 days.

Images are only viewed by Northumbria Healthcare NHS Foundation Trust staff, but images may be shared with the police where necessary to aid the investigation or prosecution of criminal activities within our sites.

### Links to other websites

This privacy notice does not cover any links within this website that direct individuals to external websites that are not part of the Northumbria Group. We encourage you to read the privacy statements on the external websites you visit.

### **How do we get information?**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You have made a complaint or enquiry to us.
- You have made an information request to us.
- You subscribe to our e-newsletter / email updates.

We also receive personal information indirectly, in the following scenarios:

- Your information has been provided by an insurer or another organisation representing you.

## Lawful basis to use personal data

Under the Data Protection Act we must establish a legal basis to process your information. As a user of this website the legal basis used to process your personal information is:

- We have your consent
- The processing is necessary to fulfil a contract that we have with you, or to enter into a contract with you
- The processing is necessary for us to meet a legal obligation
- There is a legitimate interest in the processing
- The processing is necessary for us to perform our public tasks

Where you have provided special category information to us as part of a query through this website. The lawful condition that may be relied upon is consent.

## Storage of personal information

Information collected through this website will only be kept for as long as necessary, this is usually until your query has been resolved or until you opt to no longer receive updates from us. All information is stored securely within Northumbria Healthcare NHS Foundation trust and is only accessible to staff with a legitimate reason, such as our communication team or dedicated private patient team. Information collected through this website is not shared with any external organisations without your permission unless there is a legal requirement to do so.

## Your data protection rights

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

- Your right of access - You have the right to ask us for copies of your personal information. This right always applies. There are some exemptions, which means you may not always receive all the information we process.
- Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies. Your right to erasure. You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.
- Your right to object to processing - You have the right to object to processing if we are able to process your information because the process forms part of our public tasks, or is in our legitimate interests.
- Your right to data portability - This only applies to information you have given us. You have the right to ask that we transfer the information you gave us from one organisation to another, or give it to you. The right only applies if we are processing information based on your consent or under, or in talks about entering into a contract and the processing is automated.

If you wish to access any personal data held by Northumbria Healthcare NHS Foundation Trust, you may do so by submitting a Subject Access Request to the Information Governance Team [IGTeam@northumbria-healthcare.nhs.uk](mailto:IGTeam@northumbria-healthcare.nhs.uk).

## Cookies

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device, for example, computer or mobile phone. These include small files known as cookies. They cannot be used to identify you personally.

These pieces of information are used to improve services for you through, for example:

Enabling a service to recognise your device so you don't have to give the same information several times during one task

Recognising that you may already have given a username and password so you don't need to do it for every web page requested

Measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast.

You can manage these small files yourself and learn more about them at: <https://www.gov.uk/help/cookies>.

Cookie Name	Description
civicAllowCookies	Cookie Control: When you click "Accept Cookies" on the Cookie Control user interface, a cookie is set in order to remember your preference.
civicShowCookieIcon	<b>These cookies are set only after the user has given consent to us to use cookies.</b>
__utma	Google Analytics: We use Google Analytics to monitor traffic levels, search queries and visits to this website. Google Analytics stores IP address anonymously on its servers in the US, and neither Northumbria NHS Trust or Google associate your IP address with any personally identifiable information. These cookies enable Google to determine whether you are a return visitor to the site, and to track the pages that you visit during your session.
__utmb	
__utmc	
__utmvc	
__utmz	
._ga_{ID}	<b>These cookies are set only after the user has given consent to us to use cookies.</b>
._gat_gtag_UA_{ID}	

## Market Research

We will occasionally invite you to give feedback on services we provide, that you have used, or to take part in customer surveys. We will contact you directly. Taking part is always voluntary. It is important for any business to find out what its customers think. If you do not wish to take part you are able to decline these. There is no adverse impact on your privacy.

## Marketing

We aim to provide the most helpful service possible to you. We may therefore from time to time provide you with details of services we provide that you may be interested in.

We will send you offers and information that you may be interested in as part of our legitimate interests as a business. We will only send you marketing information similar to those services which you have originally requested and that you may be interested in. We use the information you provide to us to do this. We will never share your data with companies outside of the Northumbria Group for them to use for their own marketing.

You can unsubscribe to receiving marketing at any time and we have made this as easy as possible for you. If you wish to unsubscribe please contact Northumbria Health directly. You are also able to unsubscribe to further marketing from Northumbria Health at each time we send you information and can do so at any time.

## How to complain:

If you are unhappy with how we process your data you can contact us and make a complaint to the following.

## Contact Information

<b>Information Governance team</b>	<b>Data Protection Officer</b>
Digital Services, Northumbria Healthcare Manufacturing and Innovation Hub, Avenue Road, Seaton Delaval, Whitley Bay, NE25 0QJ  0191 607 3609 or; <a href="mailto:IGTeam@northumbria-healthcare.nhs.uk">IGTeam@northumbria-healthcare.nhs.uk</a>	Tracey Best Digital Services, Northumbria Healthcare Manufacturing and Innovation Hub, Avenue Road, Seaton Delaval, Whitley Bay, NE25 0QJ  <a href="mailto:Tracey.best@northumbria-healthcare.nhs.uk">Tracey.best@northumbria-healthcare.nhs.uk</a>

You can also complain to the ICO if you are unhappy with how the Trust has handled your personal data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>