



PRIVACY POLICY

As a registered provider of healthcare services, we use your data for providing you a personalised service, and to communicate with other relevant healthcare providers. We take great care when handling your sensitive data and understand the importance of protecting your right to privacy. We ensure to keep your personal data safe and secure. Our reputation depends on the integrity of our service to you; therefore, we remain committed to the ongoing review of our data storage and processing. We maintain honesty and comply with the transparency obligations of your right to be informed.

You will find detailed information here about how we collect, process, and store your personal data in line with the UK General Data Protection Regulation (UK GDPR).

We are committed to protecting your privacy and will only use information collected lawfully in accordance with:

- Data Protection Act 2018
- General Data Protection Regulation
- Human Rights Act
- Common Law Duty of Confidentiality
- NHS Codes of Confidentiality and Information Security
- Health and Social Care Act 2015
- And all applicable legislation

What information we hold about you

We currently collect and process personal information about you, including your name, age, and contact details. We also collect what is classed as 'special category data' – personal data that needs more protection because it is sensitive. Specifically, this includes data concerning health, including lifestyle, menopause, and mental health symptoms AND data concerning a person's sex life.

We use this special category data to help us assess your individual needs and tailor specific treatment, products, and services for you.

How we get your information

Most of the personal, sensitive, and medical information we process is provided to us directly by you (through your medical questionnaire; consultation booking form; and your consultation with our specialist doctor). You are responsible for the accuracy of the information that you provide to us.

Local information sharing

You will be asked whether you consent to documentation about your contacts in the service being shared with your NHS GP or any secondary care health professionals involved in your care.

In all cases, your information is only accessed and used by authorised staff who are involved in providing or supporting your direct care. Your permission will be asked before the information is shared.

What happens if you do not provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

National Fraud Initiative - Cabinet Office

The use of data by the Cabinet Office for data matching is carried out with statutory authority under Part 6 of the Local Audit and Accountability Act 2014. It does not require the consent of the individuals concerned under the Data Protection Act 2018.

Data matching by the Cabinet Office is subject to a Code of Practice. For further information see:

<https://www.gov.uk/government/publications/code-of-data-matching-practice-for-national-fraud-initiative>

Safeguarding

To ensure that adult and children's safeguarding matters are managed appropriately, access to identifiable information will be shared in some limited circumstances where it's legally required for the safety of the individuals concerned.

Financial information

We do not collect or process any payment information. All payment details entered into our website are processed through our third-party processor 'Stripe' and 'Semble'. You can refer to their individual websites to see how they will store all payment information and transaction details. We will not retain any payment information.

Third parties

We use the following third-party providers who will each have their own privacy policy to which your personal information will be subject. We use these services to fulfil our requirements to you as BMC's registered patients:

- Semble – <https://www.semble.io/privacy-policy>





BERKSHIRE MENOPAUSE CLINIC

- Medichecks – <https://medichecks.com/pages/privacy-policy>
- Pharmacierge – <https://www.pharmacierge.com/privacy-policy>
- Stripe – <https://stripe.com/en-gb/privacy>

We use Google products and Hotjar to track the performance of our website:

- Google – <https://privacy.google.com/businesses/compliance>

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

All staff members will be asked to sign an agreement of confidentiality at the start of their contract with Berkshire Menopause Clinic.

Your data protection rights

Under data protection law, you have rights including:

- Your right of access. You have the right to ask us for copies of your personal information. You can make a subject access request to see the personal information we hold about you.
- 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.
- 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 the processing of your personal data in certain circumstances.
- Your right to data portability – You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact us at Data Protection Officer at info@berkshiremenopauseclinic.com if you wish to make a request. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Notification

The Data Protection Act 2018 requires organisations to register a notification with the Information Commissioner to describe the purposes for which they process personal and sensitive information.

We are registered as a data controller and our registration can be viewed online in the public register at:

http://ico.org.uk/what_we_cover/register_of_data_controllers

Any changes to this notice will be published on our website and in a prominent area at the practice.

Contact

If you have concerns or are unhappy about any of our services, please contact our clinic Manager. **Full details of our privacy policy is kept in our Full Confidentiality Policy.**

For independent advice about data protection, privacy and data-sharing issues, you can contact:

The Information Commissioner

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Phone: 0303 123 1113 Website: www.ico.gov.uk

