



## PharmaHead Clinics Ltd customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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### **Contact Information**

#### **Telephone**

Coming Soon

#### **Email**

[Admin@pharmaheadclinics.co.uk](mailto:Admin@pharmaheadclinics.co.uk)

#### **Address**

PharmaHead Clinics LTD  
Coming Soon

### **What information we collect, use, and why.**

We collect or use the following information **to provide patient care, services, pharmaceutical products and other goods:**

- Name, address and contact details
- Gender
- Pronoun preferences
- Date of birth
- Next of Kin details including any support networks
- Emergency contact details
- Photographs

- Health information (including medical conditions, allergies, medical requirements and medical history)
- Information about care needs (including disabilities, home conditions, medication and dietary requirements and general care provisions)
- Test results (including psychological evaluations, scans, bloods, x-rays, tissue tests and genetic tests)
- Payment details (including card or bank information for transfers and direct debits)
- Insurance policy details
- Records of meetings and decisions

We also collect the following information:

**to provide patient care, services, pharmaceutical products and other goods:**

- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sexual orientation information

**For safeguarding or public protection reasons:**

- Name, address and contact details
- Emergency contact details
- Photographs
- Health information (including medical conditions, allergies, medical requirements and medical history)
- Information about care needs (including disabilities, home conditions, dietary requirements and general care provisions)
- Relevant information from previous investigations
- Test results (including psychological evaluations, scans, bloods, x-rays, tissue tests and genetic tests)

**For safeguarding or public protection reasons:**

- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sex life information
- Sexual orientation information

**For patient app or portal functionality:**

- Names and contact details
- Addresses
- Medical history
- Payment details

- Account information, including registration details
- Information used for security purposes
- Marketing preferences

**For patient app or portal functionality:**

- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sexual orientation information

We collect or use the following personal information **to comply with legal requirements:**

- Name
- Contact information
- Health and safety information
- Insurance details
- Safeguarding information
- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sex life information
- Sexual orientation information

**For information updates, marketing or market research purposes:**

- Names and contact details
- Address
- Marketing preferences
- Website and app user journey information
- Personal information used for medical investigations
- Records of consent, where appropriate
- Information relating to the national data opt-out

**For information updates, marketing or market research purposes:**

- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sexual orientation information

We collect or use the following personal information **for medical research or archiving purposes:**

- Names and contact details
- Address

- Recorded images such as photographs, X-rays or scan images
- Personal information used for medical investigations
- Records of consent, where appropriate
- Information relating to the national data opt-out
- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sex life information
- Sexual orientation information

**For dealing with queries, complaints or claims:**

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Witness statements and contact details
- Customer or client accounts and records
- Information relating to health and safety (including incident investigation details and reports and accident book records)
- Correspondence

**For dealing with queries, complaints or claims:**

- Racial or ethnic origin
- Genetic information
- Biometric information (where used to identify someone)
- Health information
- Sex life information
- Sexual orientation information

## **Lawful bases and data protection rights**

Our lawful bases for collecting or using personal information **to provide patient care, services, pharmaceutical products and other goods** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interest:

- To maintain records are correct and up to date in order to manage future services.
- Vital interests – collecting or using the information is needed when someone's physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.
- Public task – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organisation such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

**For safeguarding or public protection reasons are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - To maintain safety of our clients
- Vital interests – collecting or using the information is needed when someone's physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.
- Public task – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organisation such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

**For patient app or portal functionality are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**To comply with legal requirements are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**For information updates, marketing or market research purposes are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

**For medical research or archiving purposes are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - To maintain our records and keep them accurate in case for future disputes.

**For dealing with queries, complaints or claims are:**

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply,

except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

## **Where we get personal information from.**

- Directly from you
- Insurance companies

## **How long we keep information**

We will retain personal data for six years after you cease services with us, due to legal and/or accountancy obligations.

You have the right to access the information we hold about you. Please email you request to [Admin@pharmaheadclinics.co.uk](mailto:Admin@pharmaheadclinics.co.uk) so that we can obtain the information for you.

## **Who we share information with**

Others we share personal information with

- Other health providers (eg GPs and consultants)
- Insurance companies, brokers and other intermediaries
- Organisations we need to share information with for safeguarding reasons
- Emergency services
- Local authorities or councils
- Relevant regulatory authorities
- External auditors or inspectors
- Organisations we're legally obliged to share personal information with
- Suppliers and service providers

## **Duty of confidentiality**

We are subject to a common law duty of confidentiality. However, there are circumstances where we will share relevant health and care information.

These are where:

- you've provided us with your consent (we have taken it as implied to provide you with care, or you have given it explicitly for other uses);
- we have a legal requirement (including court orders) to collect, share or use the data;
- on a case-by-case basis, the public interest to collect, share and use the data overrides the public interest served by protecting the duty of confidentiality (for example sharing information with the police to support the detection or prevention of serious crime);
- If in England or Wales – the requirements of The Health Service (Control of Patient Information) Regulations 2002 are satisfied; or
- If in Scotland – we have the authority to share provided by the Chief Medical Officer for Scotland, the Chief Executive of NHS Scotland, the [Public Benefit and Privacy Panel for Health and Social Care](#) or other similar governance and scrutiny process.

## **How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated  
04<sup>th</sup> January 2025