

GP Care UK Ltd

Marketing Privacy Policy  
GDPR Compliant

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Version 1	24 <sup>th</sup> May 2018	L Middleton		Sep 2018

## Marketing Privacy Notice (compliant with the GDPR)

GP Care collects and processes personal data relating to marketing and communications. We are committed to being transparent about how we collect and use that data and to meeting its data protection obligations.

### What personal data does GP Care collect?

Personal data means any information that can be used to identify directly or indirectly a specific individual. GP Care collects and processes a range of information about you. This will be limited to:

- your name,
- address and contact details, including email address and telephone number,
- job title;
- relevant special interest

We collect this information either from you directly, your organisation or from other sources (eg the CCG).

Data is stored on GP Care's IT systems (including the email system) and on a marketing platform.

### Why does GP Care process data?

GP Care collects and processes your data to keep you informed and up to date with the services we offer you and your patients, both NHS commissioned and private, as well as other work we do. For example:

- how to refer patients to our NHS Community services
- services changes to the NHS Community services
- price changes to our Minor Surgery service which you may refer/recommend to your patient.
- launch of new services
- information relating to CPD

GP Care has a legitimate interest in processing personal data as this allows us to:

- keep you informed and up to date about current NHS commissioned services we provide;
- keep you informed and up to date about other services we provide to benefit you and your patients
- inform you of new NHS/private services being designed and launched in your area that will benefit you and your patients
- maintain accurate and up-to-date contact details
- to ask for and received feedback on the services we provide as part of our continuous improvement process;

### Who has access to data?

Your information will be used internally within GP Care for the purposes set above.

## How does GP Care protect data?

GP Care takes the security of your data seriously. GP Care has internal policies and controls in place to make every effort to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the performance of their duties:

- Information Governance

Where information is stored on a marketing platform which is password protected and has restricted access. We currently use MailChimp which is GDPR compliant and has its own privacy policy which can be found [here](#).

Where GP Care engages third parties to process personal data on its behalf, they do so under a duty of confidentiality and are obliged to implement appropriate technical measures to ensure the security of data.

## Your rights

As a data subject, you have rights in relation to your personal data and how it is processed. You can exercise these rights at any point:

- **The right to be informed.** You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights.
- **The right to access and rectification.** You have the right to access, correct or update your personal data at any time. Should you want to exercise your rights, please contact us.
- **The right to data portability.** The personal data you have provided us with is portable. This means it can be moved, copied or transmitted electronically under certain circumstances.
- **The right to be forgotten.** You have right to request that we delete your data. If you wish to delete the personal data we hold about you, please let us know and we will take reasonable steps to respond to your request in accordance with legal requirements.
- **The right to restrict processing.** You have the right to restrict the processing of your personal data.
- **The right to object.** You have the right to object to certain types of processing, including processing for direct marketing (i.e., receiving emails from us notifying you or being contacted with varying potential opportunities).
- **The right to withdraw consent.** You can withdraw your consent to the processing of your personal data at any time by contacting us with the details provided below.
- **Rights related to automated decision-making.** You have the right not to be subject to a decision which is based solely on automated processing and which produces legal or other significant effects on you. In particular, you have the right:
  - to obtain human intervention;
  - to express your point of view;
  - to obtain an explanation of the decision reached after an assessment;and

- to challenge such a decision.
- access and obtain a copy of your data on request;

If you would like to exercise any of these rights, please contact Carole Bayliss at [carole.bayliss@gpcare.org.uk](mailto:carole.bayliss@gpcare.org.uk) or GP Care UK Ltd 2430 – 2440 The Quadrant, Aztec West, Bristol, BS32 4AQ

If you believe that GP Care has not complied with your data protection rights, you can complain to the Information Commissioner.

## Notification

The Data Protection Act 1998 requires organisations to register a notification with the Information Commissioner to describe the purposes for which they process personal and sensitive information.

This information is publicly available on the Information Commissioners Office website [www.ico.org.uk](http://www.ico.org.uk)

GP Care is registered with the Information Commissioners Office (ICO), Registration Number Z1458017.

## The Data Controller

Carole Bayliss  
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2430 – 2440  
The Quadrant  
Aztec West  
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BS32 4AQ