

Privacy Notice – Patient Communications

This Practice will contact patients at times in relation to services, feedback and new initiatives in the practice. We use two software products to use SMS with our patients for providing direct medical care services: iPlato, AccuRx. The majority of SMS messages are automatically generated to remind patients of forthcoming practice appointments that they have booked. SMS can be used to convey test results. Other uses include inviting eligible patients to attend for flu clinics or annual reviews (e.g. asthma, COPD) or in emergencies when surgeries have to be cancelled at short notice. We do not use SMS messages for any form of direct marketing. All text messages are for direct medical care purposes only. We collect and store information that has been received directly from you. We may share information with your explicit consent or when the law allows. You have the right to object to your identifiable information being used or shared for this purpose. Please contact us in person, by phone, by letter or by email if you no longer wish to have your data used or be contacted by the practice by messages in future.

1) Controller contact details	Basildon Road Surgery, 111 Basildon Road, Abbey Wood, London, SE2 0ER Greccq.abbeysladepms@nhs.net 0208 311 3917
2) Data Protection Officer contact details	Danielle Gibbons GP Data Protection Officer gpdpo@selondonics.nhs.uk
3) Purpose of the sharing	Public Task; The information is being shared directly with the data subject (you). To allow the practice to send patients SMS messages. IPlato and AccuRx acting as data processors.
4) Lawfulness Conditions	This is a Direct Care purpose. Personal data being processed includes the email address and mobile number. Special category of data (health) Lawful bases: Article 6(1)(e) – Official Authority Article 9(2)(h) – Provision of health The lawful justifications for the processing and possible sharing of this data are: Article 6(1)(a) “the data subject has given consent to the processing of his or her personal data for

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	one or more specific purposes”.
5) Recipient or categories of recipients of the shared data	The data subject (you). The data will not be shared without your explicit consent or when the law allows. Messages are stored in GP patient record and supplier may store some information on approved NHS database for support purposes.
6) Rights to object	You do not have to consent to the Practice being able to contact you. You can change your mind and withdraw your consent at any time. Contact the Practice for more information.
7) Right to access and correct	You have the right to access any identifiable data that is being shared and have any inaccuracies corrected.
8) Retention period	The data will be retained for the period as specified in the national records retention schedule.
9) Right to Complain.	You have the right to complain to the Information Commissioner’s Office, you can use this link https://ico.org.uk/make-a-complaint/data-protection-complaints/ or calling their helpline Tel: 0303 123 1113 (local rate) or 01625 545 745 (national rate) There are National Offices for Scotland, Northern Ireland and Wales, (see ICO website)