

# Healthcare at Home Privacy Policy: Our Promise to Patients



Healthcare at Home is a leading provider of clinical care out-of-hospital and we will always keep your data safe and secure.

Why we need your data and how we use it:

## 1. In order to deliver our services to you

we collect and process information about you from a variety of sources

- Information we receive from other sources - the Hospital Trust, consultants, GPs, other involved in your care
- Information you give us- by filling in forms or talking to us, communicating with us by telephone or in writing
- Information we collect about you - technical information when you visit our website

This policy explains how Healthcare at Home uses any **personal information** we collect about you and your rights in relation to that information. “*Personal information*” refers to any item of data that identifies you as an individual or is capable of doing so and “**we**”, “**us**” or “**our**” in this policy refers to Healthcare at Home.

## 2. How we will use your data

- Keep your data confidential
- Use it lawfully, fairly and in a transparent way
- Keep it only as long as necessary for the purposes we have told you about
- Protect your data and keep it secure
- To manage the provision of your healthcare

## 3. Setting up and delivering our services to you

- To create and maintain a record of your care and treatment and to communicate with your hospital and doctors
- To create and manage your prescription records
- To contact you to arrange your delivery
- To allow us to dispense and deliver the correct medication to you
- To facilitate a nurse or healthcare professional to visit you (if necessary)
- To answer any questions or concerns you may have and provide customer support
- To provide pharmacy services to you and give you information about your medication
- To ensure that we charge the NHS or other bill payer the correct amount for our services delivered to you
- To provide regular reminders in accordance with your service, e.g. for deliveries, nurse visits or medication
- For remote care, using technology platforms and assessments, as required for your service
- To enhance staff safety, we utilise secure audio recording devices that may be activated in emergency situations
- Where necessary, capture CCTV images for training purposes and for the prevention and detection of crime
- Where your care is funded, to communicate with private medical insurance companies

## 4. Service Improvement

- To train our staff in the delivery of clinical care services
- To manage and resolve any issues you may have – missed or late deliveries, complaints, incidents
- To record and manage (where appropriate) any adverse events or side effects relating to your medication that you tell us about
- To capture information regarding an incident to ensure the safety of our employees
- To escalate concerns regarding you and your care to ensure you are safe
- To enable us to register and investigate incidents and complaints
- To enable the storage, archive and disposal of paper documentation
- To help us to improve the quality of our services based on your feedback
- To conduct patient engagement surveys and see how well we are doing
- To keep an audit trail for the services we provide, e.g. recording of calls, system logs

## 5. Who will we share your data with

We want to earn and maintain your trust, and protect your data. However, we do share your data with the following categories of organisations as an essential part of being able to provide our services to you, as set out in this statement:

- Companies in the Healthcare at Home group, as sometimes different bits of our group are responsible for different processing activities
- Companies/organisations that do things to get your medication and any devices or ancillaries needed to you, such as delivery companies
- Professional service providers, such as marketing agencies, advertising partners and website hosts who help us run our business
- Our regulators
- Private medical insurance companies if they fund your care

We may share your information with selected third parties, who we use to process your personal information on our behalf. Where a third party data processor is used / whenever your data is shared, we will ensure that they operate subject to contractual restrictions with regard to confidentiality and security in addition to obligations imposed by data protection legislation.

Healthcare at Home processes and holds all its data within the UK and the European union and its data is subject to all current UK and EU data protection and usage regulations.

Further information on these regulations can be accessed via the Information Commissioner's Office website, particularly with regard to the two main sets of regulations applicable to Healthcare at Home, which are the 'Guide to Privacy and Electronic Communications Regulations' (PECR) and 'General Data Protection Regulations' (GDPR).

Visit the ICO's website at [www.ico.org.uk](http://www.ico.org.uk)

## 6. Keeping your data

We'll only hold on to your information for as long as is needed to be able to provide services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related reporting and trend analysis only.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep or hold of some of your information as required, even after it is no longer needed to provide the services to you.

## 7. Your rights

You have a lot of rights relating to your personal information:

- The right to be informed about how your personal information is being used
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances
- The right to stop direct text messages, which you can do by replying STOP to the message
- The right to withdraw consent for other consent-based processing at any time
- The right to request that we transfer or port elements of your data either to you or another service provider
- The right to complain to your data protection regulator - in the UK, the Information Commissioner's Office

## 8. Changes to how we protect your privacy

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the Healthcare at Home website or by some other means of contact such as email, so that you are able to review the changes.

## 9. How to contact us

If you want to exercise your rights, have a complaint, or just have questions, please contact us by writing to The Head of Information Governance and Security at [Healthcare at Home, 107 Station Street, Burton-on-Trent DE14 1SZ](mailto:infogov@hah.co.uk) or by emailing on [infogov@hah.co.uk](mailto:infogov@hah.co.uk).