

Privacy Policy

This privacy policy will explain how our organisation uses the personal data we collect and process in order to carry out your medical care.

What data do we collect?

- Personal identification information in order for us to book your appointment
- Health and medical data relating to your referral as sent by the referring GP

How do we collect your data?

- On your referral form from your GP
- Through your appointment booked through RMS and DRSS
- Verbal communication when you talk to us on the phone
- Written or email communication we receive from you
- When you voluntarily complete a customer survey or provide feedback

How do we use your data?

Peninsula Ultrasound uses your data so that we can:

- Book your appointment and send reminder texts and/or letters
- Carry out your scan and report the findings to your GP
- Book any follow up appointments
- Respond to written or email communication we receive from you

How do we store your data?

- Peninsula Ultrasound stores your data electronically on NHS approved and managed IT systems
- In our company email inbox which is password protected

What are your data protection rights?

- You can choose to stop your confidential patient information being used for research and planning (national data opt out).

<https://www.nhs.uk/your-nhs-data-matters/manage-your-choice/>

The GDPR also provides the following rights for individuals:

Document	Doc Code	Version No.	Pages	Author	Date	Review Date
Company Privacy Policy		01	2	L. Tyler	Dec 2020	Dec 2021

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

Changes to our privacy policy

Our policy is renewed annually as per the review date below or should an issue occur that directs us to review the policy.

How to contact us

If you have any questions about the privacy policy of Peninsula Ultrasound, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us via the contact details on our website or your referral letter.

Associated policies

- IG and data protection policy
- Complaints Policy

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