

Privacy Policy

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Privacy Notice

Who are we?

Alliance Health Group operate unique a consultant-led system of healthcare delivery. We offer a contemporary approach to health and assure quality, clarity and value. Every part of the patient pathway ensures that the patient is always at its heart. We've helped hundreds of thousands of patients across the UK access the right doctor, first time.

Our GDPR owner and data protection representatives can be contacted directly here:

gdpr@allhealth.co.uk

Alliance Health Group 54 Hagley Road Birmingham B16 8PE

T: +44 (0) 121 423 8629

The personal data we would like to collect from you is:

Personal data type	Source
Your Personal Details (Name, Address etc.)	Data Subject or client
Your GP Details	Data Subject or client
Your Medical History	Data Subject or GP
Ongoing Case Notes	Consultants, Hospitals & Internally Generated
Survey Data	Data Subjects

Alliance Health Group will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary.

The personal data we collect will be used for the following purposes:

- To provide clinical delivery services
- To continually monitor and improve our services
- To provide reporting to our clients
- To facilitate billing, remittance and other financial obligations

Our legal basis for processing of personal data:

- We store and process your contact details based on a contract to provide clinical services to you the data subject
- We store and process your medical records based on explicit consent at the point of collection
- We may store records as a legal requirement in accordance with UK law or to protect from legal claims

The special categories of personal data concerned are:

Medical records & clinical case notes. Those notes may contain details of race, religion and sexual orientation as that related to your medical history.

Consent

Alliance Health Group may store data without consent if as we have a legal requirement to do so. When the PMI product is purchased we then have a legal contractual basis for processing and storing your data

Disclosure

Alliance Health Group may pass on your personal data to the third parties listed below.

Retention period

Alliance Health Group will process personal data for the duration of the referral and for as long as you remain a customer of our clinical partners. We retain patient data for a further three years to ensure we comply with our legal obligations under UK law.

Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you.
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** – where certain conditions apply to have a right to restrict the processing.
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** – you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** – you also have the right to be subject to the legal effects of automated processing or profiling.
- **Right to judicial review** - in the event that Alliance Health Group refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below.

Third Party	Why Transferred
Consultants	To provide clinical services
Hospitals	To provide clinical services
Referring Partner	To provide clinical services and reporting

Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Alliance Health Group, or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Alliance Health Group's data protection representatives.

The details for each of these contacts are:

	Supervisory authority contact details	GDPR Owner contact details
Contact Name:	ICO	Terri-louise Larkin
Address line 1:	Wycliffe House	54 Hagley Road
Address line 2:	Water Lane	Birmingham
Address line 3:	SK9 5AF	B16 8PE
Email:	casework@ico.org.uk	gdpr@allhealth.co.uk
Telephone:	+44 (0) 303 123 1113	+44 (0) 121 423 8629