

# The Avenue Surgery



## Privacy Information Leaflet

1 The Avenue, South Moulsecoomb

Brighton, East Sussex BN2 4GF

Tel: 01273 604220

Website:

[www.theavenuesurgerybrighton.co.uk](http://www.theavenuesurgerybrighton.co.uk)

## What is a privacy notice?

A privacy notice is a statement that discloses some or all of the ways in which the practice gathers, uses, discloses and manages a patient's data. It fulfils a legal requirement to protect a patient's privacy.

## Why do we need one?

To ensure compliance with the General Data Protection Regulation (GDPR), The Avenue Surgery must ensure that information is provided to patients about how their personal data is processed in a manner which is:

- Concise, transparent, intelligible and easily accessible;
- Written in clear and plain language, particularly if addressed to a child; and
- Free of charge

## What is the GDPR?

The GDPR replaces the Data Protection Directive 95/46/EC and is designed to harmonise data privacy laws across Europe, to protect and empower all EU citizens' data privacy and to reshape the way in which organisations across the region approach data privacy. Data Protection Legislation encompasses the GDPR 2016 and the Data Protection Act (DPA) 2018 which were adopted by the UK Governance in 2018.

## How do we communicate our privacy notice?

At The Avenue Surgery, the practice privacy notice is displayed on our website and through signage in the waiting room. We will:

- Inform patients how their data will be used and for what purpose
- Allow patients to opt out of sharing their data, should they so wish

## What information do we collect about you?

We will collect information such as personal details, including name, address, next of kin, records of appointments, visits, telephone calls, your health records, treatment and medications, test results, X-rays, etc. and any other relevant information to enable us to deliver effective medical care.

## How do we use your information?

Your data is collected for the purpose of providing direct patient care; however, we can disclose this information if it is required by law, if you give consent or if it is justified in the public interest. The practice may be requested to support research; however, we will always gain your consent before sharing your information with medical research databases such as the Clinical Practice Research Datalink and QResearch or others when the law allows.

## Maintaining confidentiality

We are committed to maintaining confidentiality and protecting the information we hold about you. We adhere to the General Data Protection Regulation (GDPR), the NHS Codes of Confidentiality and Security, as well as guidance issued by the Information Commissioner's Office (ICO).

## Risk stratification

Risk stratification is a mechanism used to identify and subsequently manage those patients deemed as being at high risk of requiring urgent or emergency care. Usually this includes patients with long-term conditions, e.g. cancer. Your information is collected by a number of sources, including The Avenue Surgery; this information is processed electronically and given a risk score which is relayed to your GP who can then decide on any necessary actions to ensure that you receive the most appropriate care.

## Invoice validation

Your information may be shared if you have received treatment, to determine which Clinical Commissioning Group (CCG) is responsible for paying for your treatment. This information may include your name, address and treatment date. All of this information is held securely and confidentially; it will not be used for any other purpose or shared with any third parties.

## Opt-outs

The national data opt-out programme affords patients the opportunity to make an informed choice about whether they wish their confidential patient information to be used for their individual care and treatment or also used for research and planning purposes. Patients who wish to opt out of data collection will be able to set their national data opt-out choice online. An alternative provision will be made for those patients who are unable to or do not want to use the online system.

## Accessing your records

You have a right to access the information we hold about you, and if you would like to access this information, you will need to complete a Subject Access Request (SAR). Please ask at reception for a SAR form and you will be given further information. Furthermore, should you identify any inaccuracies, you have a right to have the inaccurate data corrected.

## What to do if you have any questions

Should you have any questions about our privacy policy or the information we hold about you, you can:

1. Contact the practice's data controller via email at [BHCCG.Theavenuesurgerybrighton@nhs.net](mailto:BHCCG.Theavenuesurgerybrighton@nhs.net)  
GP practices are data controllers for the data they hold about their patients<sup>1</sup>
2. Write to the data controller at The Avenue Surgery, 1 The Avenue, South Moulsecoomb, Brighton BN2 4GF
3. Ask to speak to the Practice Manager.

The Data Protection Officer (DPO) for The Avenue Surgery is Trudy Slade, GP IG DPO, South, Central and West Commissioning Support Unit. Contact The Avenue Surgery in the first instance at email: [BHCCG.TheAvenueSurgeryBrighton@nhs.net](mailto:BHCCG.TheAvenueSurgeryBrighton@nhs.net) or tel 01273 604220.

## Complaints

In the unlikely event that you are unhappy with any element of our data-processing methods, you have the right to lodge a complaint with the ICO. For further details, visit [ico.org.uk](http://ico.org.uk) and select 'Raising a concern'.

We regularly review our privacy policy and any updates will be published on our website, in our newsletter and on posters to reflect the changes.

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<sup>1</sup> [BMA GPs as data controllers under the GDPR](#)