

# Website Privacy Notice

## About us

We are Malmesbury Primary Care Centre, a provider of Primary Care services.

This privacy notice explains how we use any personal information we collect about you when you access the Malmesbury Primary Care Centre website. Our website is operated by GP Website Design, a company registered in England and Wales under company number 12271120 with its registered office at Unit 18 Jessops Riverside, 800 Brightside Lane, Sheffield, England, S9 2RX.

## What information do we collect about you?

We collect:

- information about you, for example, your name, contact details and the services you are interested in, when you submit an enquiry or register an interest in one of our services;
- information such as your name and contact details when you voluntarily complete customer surveys published on our website and provide feedback;
- information about the website that users came from or are going to, which pages of our website users visit, IP addresses, the type of browser used and the times our website it accessed. However, this information is aggregated and is not used to identify individuals. We do not require personal data to be submitted in order to use our website.

## How will we use the information about you?

We collect information about you to enable us to process and respond to your enquiry or interest.

The information you provide to use when you complete a survey or provide feedback will be used to improve the services we provide.

## Cookies

We use cookies to distinguish between users of our website, to collect information about users' online preferences, to provide users with a good experience when browsing our website and to improve our website. Cookies are small pieces of information sent by a web server to a web browser which allow the server to uniquely identify the browser on each page.

If you are a user of our website and you want to delete any cookies already on your computer, please refer to the help and support area on your internet browser for instructions on how to locate the file or directory that stores cookies. You can block cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. Please note that if you delete our cookies or disable future cookies, you may not be able to access certain areas or features of our website.

To find out more about cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## Performance cookies

We use performance cookies which collect anonymous information on how people use our website. For example, we use Google Analytics cookies to help us to understand how users arrive at our website, browse or use our website and highlight areas where we can improve such as navigation. The data stored by these cookies never shows personal details from which users' individual identities can be established.

## Use of web beacons

Some of our web pages may contain electronic images known as web beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. Web beacons collect only limited information which includes a cookie number, time and date of a page view, and a description of the page on which the web beacon resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

## Links to other websites

Our website may contain links to other websites over which we have no control. We are not responsible for privacy policies or practices of other websites to which users choose to link from our website. We encourage users to review the privacy policies of those other websites to understand how they collect, use and share personal information.

## How we share information?

Only Malmesbury Primary Care Centre staff will have access to your information and will not share your data with any other third party. Malmesbury Primary Care Centre will not use or share your information for automated decision making, profiling or marketing purposes.

## How long do we keep your personal data?

We will hold the information you submit to us for 6 months after the last contact.

The information collected from cookies is kept for as long as is reasonably necessary to provide you with a good experience when browsing our website.

## Legal basis for the processing of your information

We, and you, have a legitimate interest in us providing you with the information you ask us for. It is necessary for us to process your information in order to do this.

We, and users of our services, have a legitimate interest in seeking to better understand how we can better improve our services. In order to do this it is necessary for us to process your information provided when you complete customer surveys and feedback questionnaires.

When you entered the website you will have been asked to consent to the use of cookies.

## Your rights

You have a right to:

- access the information we hold about you;
- correct inaccuracies in the information we hold about you
- withdraw any consent you have given to the use of your information;
- complain to the relevant supervisory authority in any jurisdiction about our use of your information
- in some circumstances:
  - erase information we hold about you;

- receive a copy of your personal data in an electronic format and require us to provide this information to a third party;
- restrict the use of information we hold about you; and
- object to the use of information we hold about you.

You can exercise these rights by contacting us as detailed below.

### How to contact us

If you have any questions about our privacy notice, the personal information we hold about you, or our use of your personal information then please contact our Data Protection Officer at:

Data Protection Officer  
Data Protection Officer  
Malmesbury Primary Care Centre  
Priory Way  
Malmesbury  
Wiltshire  
SN16 0FB

Or

[info.ghs@nhs.net](mailto:info.ghs@nhs.net)

### How to make a complaint

You also have the right to raise any concerns about how your personal data is being processed by us with the Information Commissioners Office (ICO):

<https://ico.org.uk/concerns>

0303 123 1113

### Changes to our privacy notice

We keep our privacy notice under regular review and we inform you of any updates. This privacy notice was last updated on 22<sup>nd</sup> August 2024.