

Patients Privacy Notice

Malmesbury Primary Care Centre is a well-established GP Practice. Our General Practitioners and allied healthcare professionals provide primary medical care services to our practice population and are supported by our administrative and managerial team in providing care for patients.

This privacy notice explains how we as a data controller use any personal information, we collect about you as a patient of health care services provided by Malmesbury Primary Care Centre.

Why do we collect your personal information?

Health care professionals who provide you with care are required by law to maintain records about your health and any treatment or care you have received within any NHS organisation. These records help to provide you with the best possible healthcare and help us to protect your safety.

We collect and hold data for the purpose of providing healthcare services to our patients and running our organisation which includes monitoring the quality of care that we provide. In carrying out this role we will collect information about you which helps us respond to your queries or secure specialist services. We will keep your information in written form and/or in digital form. The records will include both personal and special categories of data about your health and wellbeing.

What types of personal information do we collect about you?

We may collect the following types of personal information:

- Your name, address, email address, telephone number and other contact information
- Gender, NHS Number and date of birth and sexual orientation
- Details of family members and next of kin details
- Health (Medical) information, including information relating to your sex life
- Details of any contact the surgery has had with you, such as appointments, clinic visits, emergency appointments and telephone calls.
- Results of investigations such as laboratory tests or x-rays
- Biometric data
- Genetic information

How will we use the personal information we collect about you?

We may use your personal information in the following ways:

- To help us assess your needs and identify and provide you with the health and social care that you require
- To determine the best location to provide the care you require
- To comply with our legal and regulatory obligations
- To help us monitor and manage our services
- To support medical research

Text (SMS) messages

If you have provided your mobile telephone number, we may use this to send automatic appointment reminders, requests to complete surveys or to make you aware of services provided by the surgery that we feel will be to your benefit.

If you do not wish to receive these text messages, please let the reception team know.

Call recording

Recordings of calls made and received by Malmesbury Primary Care Centre may be used to support the learning and development of our staff and to improve the service we provide to our patients.

They may also be used when reviewing incidents, compliments or complaints.

Call recordings will be managed in the same way as all other personal information processed by us and in line with current data protection legislation.

Data processors

We may use the services of a data processor to assist us with some of our data processing, but this is done under a contract with direct instruction from us that controls how they will handle patient information and ensures they treat any information in line with the General Data Protection Regulation, confidentiality, privacy law, and any other laws that apply.

How will we share your personal information?

We may share your personal information with other health and social care professionals and members of their care teams to support your ongoing health and or social care and achieve the best possible outcome for you. This may include:

- **Primary Care Network**
Malmesbury Primary Care Centre is a member of the North Wilts Borders Primary Care Network (PCN) so you may be contacted by or treated by one of the other practices within the PCN. In order to support and provide healthcare services to you, they will require access to your patient record.
- **Patient Referrals**
With your agreement, we may refer you to other services and healthcare providers for services not provided by Malmesbury Primary Care Centre.
- **Other Providers of Healthcare**
We will share your information with other providers of healthcare services to enable them to support us in providing you with direct healthcare. This may include NHS organisations or private companies providing healthcare services for the NHS.
- **Care Homes or Social Care Services**
Sometimes the clinicians caring for you may need to share some of your information with others who are also supporting you outside of the practice.
- **Local Authority**
The local authority (council) provides health or social care services or assists us in providing direct healthcare services to you. We will share your personal information with them to enable this to take place.
- **Safeguarding**
We will share your personal information with the safeguarding teams of other health and social care providers where there is a need to assess and evaluate any safeguarding concerns. Your personal information will only be shared for this reason when it is required for the safety of the individuals concerned.
- **Summary Care Record (SCR)**
Your Summary Care Record is an electronic record of important patient information created from the GP medical records. It contains information about medications, allergies and any bad reactions to medications in the past. It can be seen by staff in other areas of the health and care system involved in your direct care.

You have the option to opt out of having a Summary Care Record, opt-back in to having a Summary Care Record or opt back in to allow sharing of Additional Information.

Further details about the SCR and your choices can be found here:

[Summary Care Record supplementary transparency notice - NHS Digital](#)

- **Integrated Care Records (ICR)**

Bath and North East Somerset, Swindon and Wiltshire Integrated Care Record (BSW ICR) is a digital care record system for sharing information in Bath and North East Somerset, Swindon and Wiltshire. It allows instant, secure access to your health and social care records for the professionals involved in your care.

Relevant information from your digital records is shared with people who look after you. This gives them up-to-date information making your care safer and more efficient.

Malmesbury Primary Care Centre uses the system in the following way:

- We can access your data stored within the system and provide relevant information about you and your health

Further details about the BSW ICR and how your information can be found here:

[Your care record - Bath and North East Somerset, Swindon and Wiltshire ICB](#)

- **NHS England**

In order to comply with its legal obligations this practice may send data to NHS England when directed by the Secretary of State for Health under the Health and Social Care Act 2012.

This practice contributes to national clinical audits and will send the data, which are required by NHS England when the law allows. This may include demographic data, such as date of birth and information about your health, which is recorded in coded form. For example, the clinical code for diabetes or high blood pressure.

- **National Services**

There are some national services like the national Cancer Screening Programme that collect and keep information from across the NHS. This is how the NHS knows when to contact you about services like cancer screening.

- **OpenSAFELY Covid-19 service and OpenSAFELY Data Analytics Service**

NHS England has been directed by the government to establish and operate the OpenSAFELY COVID-19 Service and the OpenSAFELY Data Analytics Service. These services provide a secure environment that supports research, clinical audit, service evaluation and health surveillance for COVID-19 and other purposes.

Each GP practice remains the controller of its own GP patient data but is required to let approved users run queries on pseudonymised patient data. This means identifiers are removed and replaced with a pseudonym.

Only approved users are allowed to run these queries, and they will not be able to access information that directly or indirectly identifies individuals.

Patients who do not wish for their data to be used as part of this process can register a [type 1 opt out](#) with their GP.

Here you can find [additional information about OpenSAFELY](#).

- **Risk Stratification**

Risk Stratification, also known as 'Health Risk Screening', is a process that helps your GP determine whether you are at risk of any unplanned admission or sudden deterioration in health. By using information such as age, gender, diagnosis, and consideration of existing long-term conditions, medication history, patterns of attendance at hospital, admissions and periods of access to community care, your GP supported by the local Integrated Care Board (ICB) will be able to judge if you are likely to need more support and care from time to time, or if the right services are in place to support the local population's needs.

As part of the automated Risk Stratification process your pseudonymised personal data (anything that can identify an individual is replaced with code) will be shared with the Bath, Northeast Somerset, Swindon and Wiltshire ICB.

You have the right to object to your information being used in this way. However, you should be aware that your objection may have a negative impact on the timely and proactive provision of your direct care. Further details about Risk Stratification can be found here:

[How we use your information - Bath and North East Somerset, Swindon and Wiltshire ICB](#)

- **Care Quality Commission (CQC)**

The CQC regulates health and care services to ensure that safe care is provided. The law requires that we must report certain serious events to the CQC, for example, when patient safety has been put at risk. Further information about the CQC can be found here:

<http://www.cqc.org.uk/>

- **UK Health Security Agency**

The law requires us to share data for public health reasons, for example to prevent the spread of infectious diseases or other diseases which threaten the health of the population. We will report the relevant information to local health protection team or the UK Health Security Agency. Further information can be found here: [Notifiable diseases and how to report them - GOV.UK](#)

- **Other NHS Organisations**

Sometimes the practice will share information with other NHS organisations that do not directly care for you, such as the Integrated Care Board (ICB). However, this information will be anonymous and does not include anything written as notes by the GP and cannot be linked to you.

We will not share your information with organisations other than health and social care providers without your consent unless the law allows or requires us to.

NHS National Data Opt-out

Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care Services, important information about you is collected in a patient record for that service. Collecting this confidential patient information helps to ensure you get the best possible care and treatment.

The confidential patient information collected about you when you use these services can also be used and provided to other organisations for purposes beyond your individual care where allowed by law.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information, you do not need to do anything. If you choose to opt out your confidential patient information will still be used to support your individual care.

Where data is anonymised, the opt-out does not apply because the information is no longer confidential patient information.

Information being used or shared for purposes beyond individual care does not include your confidential patient information being shared with insurance companies or used for marketing purposes and information would only be used in this way with your specific agreement.

Health and care organisations that process confidential patient information must have systems and processes in place to comply with the National Data Opt-Out. They must respect and apply your opt-out preference if they want to use or share your confidential patient information for purposes beyond your individual care.

Malmesbury Primary Care Centre is committed to applying the National Data Opt-Out where it is required. This means that where we use or share confidential patient information for purposes beyond your individual care and the policy applies, we will respect your opt-out choice.

To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-data-matters

You can change your choice at any time.

How long do we keep your personal information?

We follow the NHS Records Management Code of Practice which states that electronic patient records should be retained for 10 years from the date of death. This retention period is a recommended minimum retention period; records may be retained longer where required for legal, regulatory, safeguarding, complaint, or public inquiry reasons.

We keep recordings of our calls for 6 years.

Legal basis

We have been commissioned by the Bath and North East Somerset, Swindon and Wiltshire Integrated Care Board (ICB) to provide a GP surgery service and it is necessary for the performance of this task in the public interest for us to process your personal data.

We will use your special categories of personal data, such as that relating to your race, ethnic origin, and health for the purposes of providing you with health and / or social care or the management of health and / or social care systems and services. Such processing will only be carried out by a health or social work professional or by another person who owes a duty of confidentiality under legislation or a rule of law.

In some circumstances, we may process your personal information on the basis that:

- it is necessary to protect your vital interests;
 - we are required to do so in order to comply with legal obligations to which we are subject;
 - we are required to do so for the establishment, exercise or defence of a legal claim;
- or

- you have given us your explicit consent to do so.

PATCHS

We use PATCHS provided by Spectra Analytics Ltd to assist us in delivering healthcare services to our patients that register to use PATCHS. When you register to use PATCHS, you give your explicit consent (permission) for Spectra Analytics Ltd to collect and use your personal information for the services offered and provided by PATCHS.

Spectra Analytics Ltd will share your personal data with us if you require advice, an appointment or remote consultation.

Full details about how Spectra Analytics Ltd will process your personal information can be found on their privacy notice here:

<https://www.patchs.ai/privacy>

Your rights

You have a right to:

- ask for a copy of 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:
 - ask us to erase information we hold about you;
 - request a copy of your personal data in an electronic format and require us to provide this information to a third party;
 - ask us to 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.

Access to patient records through the NHS App

Your health record will also be accessible via the NHS App. Please visit the NHS England Access to Patient Records information page for more information: [Access to patient records through the NHS App - NHS Transformation Directorate \(england.nhs.uk\)](#)

You have the right to stop your health record entries being displayed in the NHS App. Please contact your GP should you wish to do so.

Data Protection Officer

Our Data Protection Officer (DPO) function is provided by the HealthHero Integrated Care Data Protection Officer service.

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 Team at:

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

Or

Info.ghs@nhs.net

All data protection queries will be initially dealt with by the practice data protection team and escalated to the HealthHero Integrated Care Data Protection Officer service if required.

[How to make a complaint](#)

If you have concerns about how we have used your personal data, you have the right to make a complaint to us.

You can raise a data protection complaint by contacting us using the details below:

- Email: Info.ghs@nhs.net
- Post: Priory Way
Malmesbury
Wiltshire
SN16 0FB
-
- Telephone: 01666 825825

You do not need to use specific wording or complete a form. We will accept complaints made through any reasonable channel.

Once the complaint has been received, we will send an acknowledgement within 30 days of receipt.

Your complaint will be investigated without undue delay, and you will be kept informed of progress as appropriate.

Once the investigation of your complaint has been completed we will provide you with the outcome.

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 will place any updates on this webpage. This privacy notice was last updated on 26/05/2026.