

Bradford on Avon and Melksham Health Partnership Privacy Notice

Bradford on Avon and Melksham Health Partnership is a well-established GP surgery based in 3 locations: The Health Centre and St Margaret's Surgery, Bradford on Avon and Winsley Health Centre, Winsley. Our General Practitioners and allied healthcare professionals provide primary medical care services to our population and are supported by our administrative and managerial team in providing care for patients.

This privacy notice explains how we use any personal information we collect about you as a patient of health care services provided by Bradford on Avon and Melksham Health Partnership.

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
- CCTV footage

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

Call recording

Recordings of calls made and received by Bradford on Avon and Melksham Health Partnership 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 all current legislation.

CCTV

CCTV recordings at the Bradford on Avon Health Centre are used for the safety and security of staff, patients, contractors and visitors and the prevention and detection of crime. Recordings also provide enforcement agencies with evidence of criminal activity, for formal actions including prosecutions in court and identification of offenders in investigations.

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

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.

Contacting you

We will contact you *via* text or smartphone app to your mobile number to notify you of any appointments or health promotions. We may also contact you *via* email address; home address or landline telephone number. We are obliged to protect any confidential information we hold about you, so it is imperative that you let us know immediately if you change any of your contact details.

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.

Our GDPR-compliant data processors currently include iGPR, Dict8, EConsult and Heidi Health. You can find out more at www.igpr.co.uk, <https://www.dict8.com/>, <https://econsult.net/primary-care>, and www.heidihealth.com/uk

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 (PCN) / Improved Access**

Bradford on Avon and Melksham Health Partnership is a member of the Melksham and Bradford-on-Avon Primary Care Network (MBoAPCN) 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 Bradford on Avon and Melksham Health Partnership

- **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 where it's legally 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.

During the height of the pandemic changes were made to the Summary Care Record (SCR) to make additional patient information available to all appropriate clinicians when and where they needed it, to support direct patients care, leading to improvements in both care and outcomes.

These changes to the SCR will remain in place unless you decide otherwise.

Regardless of your past decisions about your Summary Care Record preferences, you will still have the same options that you currently have in place to opt out of having a Summary Care Record, including the opportunity to 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.

Bradford-on-Avon and Melksham Health Partnership 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](#)

- **GP Connect**

We use a facility called GP Connect to support your direct care. GP Connect makes patient information available to all appropriate clinicians when and where they need it, to support direct patients care, leading to improvements in both care and outcomes.

GP Connect is not used for any purpose other than direct care.

Authorised Clinicians such as GPs, NHS 111 Clinicians, Care Home Nurses (if you are in a Care Home), Secondary Care Trusts, Social Care Clinicians are able to access the GP records of the patients they are treating via a secure NHS Digital service called GP connect.

The NHS 111 service (and other services) will be able to book appointments for patients at GP practices and other local services. Further details about GP Connect are available here:

[GP Connect privacy notice](#)

- **Cinapsis**

We use a facility called Cinapsis to support your direct care. Cinapsis makes patient information available to all appropriate clinicians when and where they need it, to support direct patients care, leading to improvements in both care and outcomes.

Cinapsis is not used for any purpose other than direct care.

Authorised Clinicals such as GPs, NHS 111 Clinicians, Care Home Nurses (if you are in a Care Home), Secondary Care Trusts, Social Care Clinicians are able to access the GP records of the patients they are treating via a secure NHS Digital service called Cinapsis.

The NHS 111 service (and other services) will be able to book appointments for patients at GP practices and other local services. Further details about Cinapsis are available here:

<https://www.cinapsis.org/about>

- **NHS Digital**

In order to comply with its legal obligations this practice may send data to NHS Digital when directed by the Secretary of State for Health under the Health and Social Care Act 2002.

This practice contributes to national clinical audits and will send the data, which are required by NHS Digital 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.

In particular, this practice is supporting vital health and care planning and research by sharing your data with NHS Digital. For more information about this see the NHS Digital privacy notice for General Practice Data for Planning and Research here:

[General Practice Data for Planning and Research: GP Practice Privacy Notice - NHS Digital](#)

- **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.

- **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 Clinical Commissioning Group 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](#)

- **Medical Research**

With your consent, we will share information from medical records to support medical research when the law allows us to do so. For example, to learn more about why people get ill and what treatment might work best.

This is important because:

- The use of information from GP medical records is very useful in developing new treatments and medicines.
- Medical researchers use information from medical records to help answer important questions about illnesses and disease so that improvements can be made to the care and treatment patients receive.

We share information with the following medical research organisations with your explicit consent or when the law allows: ○ GSK ○ NovoNordisk

Any medical or health related personal information will be treated with confidence in line with the common law duty of confidentiality and the Confidentiality NHS Code of Practice.

We may be required to share information with organisations in order to comply with our legal and regulatory obligations. This may include:

- **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/>

- **Public Health England**

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 Public Health England. Further information about Public Health England can be found here:

<https://www.gov.uk/guidance/notifiable-diseases-and-causative-organisms-how-to-report>

- **Other NHS Organisations**

Sometimes Bradford on Avon and Melksham Health Partnership will share information with other health care 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 people other than health and social care professionals and members of their care teams 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.

We do not share your confidential patient information for purposes beyond your individual care without your permission. When sharing data for planning and reporting purposes, we use anonymised data so that you cannot be identified in which case your confidential patient information isn't required.

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 have to put systems and processes in place so they can be compliant 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.

Bradford-on-Avon and Melksham Health Partnership are currently compliant with the national dataout policy as we do not share your confidential patient information for purposes beyond your individual care without your permission.

To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-datamatters
You can change your choice at any time.

How long do we keep your personal information?

We follow the NHS X Records Management Code of Practice 2021 which states that electronic patient records should be retained for 10 years from the date of death. At that point, all personal data we hold on you will be securely deleted.

We keep recordings of our calls for approximately 3 years.

We keep CCTV recording for approximately 10 days.

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 or social care or the management of health 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.

eConsult: Privacy Notice

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

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

Full details about how eConsult will process your personal information can be found on their privacy notice here: <https://econsult.net/privacy-policies>

Heidi Health AI Scribe Tool: Privacy Notice

To enhance our service, we now have access to Heidi Health, an AI powered medical scribe. To enhance the quality and efficiency of our consultations, clinicians (your GP or a member of the multidisciplinary team within practice) may use Heidi Health AI Scribe during your appointment.

What is Heidi Health?

Heidi Health is an advanced AI medical scribe designed to transcribe patient visits, generate clinical notes, fill out documents, and dictate letters. It uses artificial intelligence to document

medical notes, ensuring your clinician can focus on actively listening to your concerns and delivering personalised care, rather than spending time manually recording the notes themselves. Any information that is captured is reviewed and approved before being saved in the medical record. There is no element of the AI programme influencing or advising the clinician's thinking or decision-making process – Heidi Health is purely a note taking tool, not a clinical assistance programme.

Benefits of Using Heidi Health

- Improved Consultations: Allows clinicians to focus solely on you, the patient during your appointment.
- Accurate Documentation: Helps create precise, clear, and detailed medical notes for the patient record that can be reviewed and edited as needed.
- Time Efficiency: Streamlines administrative tasks, giving clinicians more time to spend with their patients.
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Types of Personal Data Processed

Heidi processes two main types of personal data during consultations:

- Patient Information: This includes the patient's name, contact details, medical history, diagnosis, treatment information, and any other information shared during consultations.
- Clinician Information: This includes audio recordings capturing the clinician's voice and any professional identifiers, such as names and titles.

Lawful Basis for Processing with Heidi Health AI

- Performance of a public task
- To comply with our legal obligations to provide / manage health services

Protecting your Data

Your privacy and comfort are our top priorities. Heidi Health AI Scribe only processes information discussed during your appointment and operates within strict privacy and data protection regulations.

Heidi Health AI Scribe complies with UK data protection laws, including UK GDPR, ensuring that your information is handled securely and confidentially.

Before using Heidi Health AI scribe, your clinician will explain it's role and provide you with an opportunity to object to it's use during your consultation. If you would prefer your clinician not to use Heidi Health, please do let them know and they can make sure it is not activated for your consultation.

Further information

For further information regarding how your personal data is processed by us, please refer to our main patient privacy notice [here](#).

Should you have further questions regarding the use of Heidi Health, please use our webpage:
<https://boahealthcentre.nhs.uk/contact>

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.

Access to patient records through the NHS App

Your health record will also be accessible via the NHS App. Please visit the NHS Digital 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 Officer at:

Data Protection Officer
Bradford on Avon Health Centre
Station Approach
Bradford on Avon
Wiltshire
BA15 1DQ

Or

Email: wccg.dpo.boamhp@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

We are committed to providing the best possible service at all times. We welcome your suggestions and feedback about our services and want to resolve any problems you may experience. Feedback about the service we provide enables us to make service more effective.

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 our website.

You can also ask Reception to show you a copy of the privacy notice during your visit. This privacy notice was last updated on **23 June 2025**.
