



## Privacy Policy

### Introduction

The Primary Care Foundation is committed to protecting personal data. This privacy statement describes why and how we collect and use personal data and provides information about individuals' rights. It applies to personal data provided to us, both by individuals themselves or by others. We may use personal data provided to us for the purposes described in this privacy statement or as stated at the point of collection.

Personal data is any information relating to an identified or identifiable living person. When we refer to "you" or "your" we mean the individual whose personal data is held by us. The Primary Care Foundation processes personal data for various purposes, and the means of collection, lawful basis of processing, use, disclosure, and retention periods for each purpose may differ depending on the work that we are doing for the client.

When collecting and using personal data we aim to be transparent about why and how we will use it.

### Business contacts

The Primary Care Foundation processes personal data about contacts (existing and potential clients and/or individuals associated with them). The data may include name, employer name, contact title, phone, email and other business contact details. We also hold details within our email system (sender name, recipient name, date and time) and calendar (organiser name, participant name, date and time of event).

Personal data will be retained for as long as we have, or need to keep a record of, a relationship with a business contact, which is for the duration of our relationship with a contact or their organisation.

### How is your information used?

We may use your information to run our business, including:

- Carry out our obligations arising from any contracts entered into by you and us
- Seek your views or comments on the services we provide
- Notify you of changes to our services

- Send you communications which you have requested or, unless you have asked us not to, that we believe may be of interest to you
- Manage our relationship with clients
- Develop our businesses and services
- Maintain and use IT systems
- Host or facilitate the hosting of events

We do not sell personal data to third parties.

### Individuals who use our applications

We provide external users access to various applications managed by us. By utilising these applications users are giving their permission for us to use any personal data collected in connection with that application, for example to email reports or answer queries.

### Collection of personal data

Our policy is to collect only the personal data necessary for agreed purposes and we ask our clients only to share personal data with us where it is strictly needed for those purposes. Should we need to process personal data to provide our services, we ask our client to provide the necessary information to the data subjects about how it is to be used.

### Others who get in touch with us

We collect personal data when an individual gets in touch with us with a question, complaint, comment or feedback (such as name, contact details and contents of the communication). In these cases we will only use the data for the purpose of responding to the communication.

### When and how we share personal data and locations of processing

We will only share personal data with others when we are legally permitted to do so. When we share data we put contractual arrangements and security in place as appropriate to protect the data and to comply with our data protection, confidentiality and security standards.

Personal data held by us may be transferred to third party organisations that provide applications/functionality, data processing or IT services to us. We use third parties to support us in providing our services and to help provide, run and manage our internal systems.

*Developing best practice across  
primary and urgent care*

primary  
care  
FOUNDATION



## How we use Cookies on our website

Most websites you visit use cookies to help customise your experience. Cookies are small text files that are placed on your computer by websites that you visit. On our website a session cookie will be stored until the user leaves the browser, unless they log into the blog, in which case the session cookie will be attached to their profile.

## Data controller and contact information

We are controllers for the personal data we hold. If you have any questions about this privacy statement or how and why we process personal data, please contact us at: Data Protection Officer, Flat 1, 2 St Swithuns Lane, Lewes, East Sussex BN7 1WX  
Email: [data.protection@primarycarefoundation.co.uk](mailto:data.protection@primarycarefoundation.co.uk)

## Individuals' rights and how to exercise them

Individuals have certain rights over their personal data that may include the right of access to personal data, to rectification of personal data, to erasure of personal data / right to be forgotten, to restrict processing of personal data, to object to processing of personal data, to data portability, the right to withdraw consent at any time (where processing is based on consent) and the right to lodge a complaint with a supervisory authority. Should you wish to exercise these rights or ask a question, please contact the data protection officer through the contact details above.

## Review

***This policy was last reviewed and updated on 26<sup>th</sup> March 2021***