

Privacy Notice – Service analysis and redesign

Bloomfield Medical may share your data to help understand the volume and type of clinical activity and demand at the practice with the aim to identify new models of care and workforce that align with local demand and reflect operational constraints and opportunities.

This includes patient attendance and pathway data (referral source, patient outcomes etc), patient demographic data (age groups, regional outward codes etc), diagnosis/treatment data (medication values etc), and clinical classifications and coding. The data shared does not identify any of our patients directly: no NHS numbers, names, dates of birth or contact details are shared.

We are required by Articles in the General Data Protection Regulations to provide you with the information in the following 9 subsections.

1) Data Controller contact details	Bloomfield Medical Centre, 118-120 Bloomfield Road, Blackpool, FY1 6JW t - 01253 344544 e - bloomfield.medical@nhs.net
2) Data Protection Officer contact details	Compliance Office (acting DPO) Gary Cunliffe, Bloomfield Medical Centre, 118-120 Bloomfield Road, Blackpool, FY1 6JW t - 01253 344544 e - bloomfield.medical@nhs.net
3) Purpose of the processing	Analysis of this data to provide an understanding of patient activity at Bloomfield and associated workload to help develop new models of care and new model of workforce, including patient demand stratification.
4) Lawful basis for processing	<p>The processing of personal data in the delivery of direct care and for providers' administrative purposes in this surgery and in support of direct care elsewhere is supported under the following Article 6 and 9 conditions of the GDPR:</p> <p>Article 6(1)(e) '...necessary for the performance of a task carried out in the public interest or in the exercise of official authority...'. Article 9(2)(h) 'necessary for the purposes of preventative or occupational medicine for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems and services...'</p>
5) Recipient or categories of recipients of the processed data	The data will be shared with third-party data transformation and visualisation specialist to allow NHS clinicians to analyse the data and develop new models of care.
6) Rights to object	You have the right to object to some or all the information being processed under Article 21. Please contact the Data Controller or the practice. You should be aware that this is a right to raise an objection, that is not the same as having an absolute right to have your wishes granted in every circumstance
7) Right to access and correct	You have the right to access the data that is being shared and have any inaccuracies corrected. There is no right to have accurate medical records deleted except when ordered by a court of Law.
8) Retention period	The data will be retained in line with the data sharing agreement between Bloomfield Medical Centre and any third-party involved in performing the work

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9) Right to Complain.	You have the right to complain to the Information Commissioner’s Office, you can use this link https://ico.org.uk/global/contact-us/ or calling their helpline Tel: 0303 123 1113 (local rate) or 01625 545 745 (national rate)