

Watlington Pharmacy Privacy Notice

(WCH002)

This Privacy Notice explains what information we collect about you, how we, may use it, and the steps we take to ensure that it is kept secure. We also explain your rights and how to contact us.

About us

At Watlington Pharmacy, we are committed to ensuring your personal data is appropriately protected and only used for the reasons we explain in this privacy notice.

This notice outlines the circumstances in which we will process your personal data to provide our services to you, from dispensing your medication to administering a flu vaccine, the measures we take to ensure your data is kept secure.

The type of personal information we collect and how it is used.

The personal data we collect and how we use it depends on the services we provide you with.

- To dispense your prescription – we collect and process your name, address, date of birth, NHS number and details of the medication that has been prescribed (this includes the name of the medication and the dosage instructions). Capturing this information is necessary to provide the service to you, and we cannot provide you with the medication prescribed without this information. Additionally, we may also need to obtain or share information with your healthcare provider including your GP to provide the best care for you.
- Home delivery service – As part of our home delivery service, we use your address to deliver your medication to you, and to improve the efficiency of our delivery service, for example how many times a day/week we deliver to the same street, how many drivers we use, the efficiency of the route added.
- Processing card details – If you pay by debit or with credit card at our Pharmacy, we process your payment card details complete the payment transaction we do not store these details. Payments are processed by a Third-Party company who securely hold your payment card details and provide us with a unique token that represents that particular card; this token is only valid for payment to us.
- To deliver additional healthcare services – Our pharmacist may need to understand wider information about your health, including any family history or medical conditions. If someone books or discusses you an appointment on your behalf for example your GP, GP practice nurse or NHS, then we will collect this information from them and verify it with you during the appointment. If you receive an NHS service, we may also need to share information with them as required and to receive payment for the service.
- Accessing NHS records – If it is clinically necessary, and you have provided your consent to do so, we will collect your data from NHS organisations, for example your GP/surgery or hospital and view your care records to provide the service you have requested. For example, we may seek your consent to view your care records to ensure medication or services we are providing is appropriate for you.
- Telephoning our pharmacy – If you call us, we may record or monitor the call. We do this for regulatory purposes, for training, to ensure and improve quality of service delivery, to ensure safety of our staff and customers, and to resolve queries or issues. Where we analyse calls to improve our service, we do so as a legitimate business interest.
- NHS contracted services – To fulfil our contractual requirements with the NHS, we are required to share your personal information with your GP and other NHS organisations, and sometimes Local Authorities to provide you with NHS or Local Authority funded

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services. We also must provide your personal information to NHS organisations to negotiate and check the accuracy of our prescription and service payments, and to ensure that we maintain appropriate professional and service standards and that your declarations and ours are accurate, for example where you are not required to pay for your NHS prescription (you have an exemption). This is necessary to perform the service and is a legal requirement.

- SMS notifications – If you sign-up, we will send you SMS messages as part of our prescription collection service to let you know when your medication is ready to collect. We may use your mobile phone number for carefully considered and specific purposes which are in our Legitimate Interests, and help us to enhance our products and services, but which we believe also benefit our customers. For example, to send you an SMS message about our in-pharmacy services like flu vaccinations. Legitimate Interests means the interests of our company in conducting and managing our business. When we process your personal information for our Legitimate Interests, we thoroughly consider and balance any potential impacts on you, both positive and negative, and your rights under data protection laws. Our legitimate business interests do not automatically override your interests. (You have the right to cancel this way of communicating with you at any time, by contacting us)
- CCTV monitoring – When in our Pharmacy, we may capture you on CCTV. We use CCTV to ensure the safety and security of our staff and customers. The images captured by CCTV may be used to prevent and detect crime and for purposes of legitimate interest, and therefore may be shared with law enforcement agencies.
- If you become ill in one of our pharmacies, we will share your personal information, if we have it, with relevant medical professionals to allow them to deliver appropriate treatment to you. This will be done in your vital interests.

Disclosure of your personal information

There are a number of instances where we may need to share your data with third parties: This may include with; law enforcement to support investigations or for detection and prevention of crime including for public safety; to safeguard the vulnerable such as children. We thoroughly consider and balance any potential impacts on you, both positive and negative, and your rights under data protection laws.

Retention of your personal information?

We will retain your personal information for as long as we are legally or contractually required to do so, or for a period which is justifiable to meet our business needs. The exact retention period varies depending on the type of information and purpose for use, set out in this Privacy Notice. The retention of your personal data will be subject to periodic review.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- a) Your consent. You are able to remove your consent at any time.**
- b) We have a contractual obligation.**
- c) We have a legal obligation.**
- d) We have a vital interest.**

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e) We need it to perform a public task.

f) We have a legitimate interest.

Your data protection rights.

Under data protection law, you have rights including:

Your right of access – You have the right to ask us for copies of your personal information.

Your right to rectification – You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure – You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing – You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us using the contact information below if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us using the contact details below.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

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Our contact details.

Watlington Pharmacy
Rowan Close
Watlington, Norfolk
PE33 0TU
Phone Number: 01553 811045

Data Protection Officer: (Your-DPO) Contactable via the Pharmacy