

Patient Advocate Group _ Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how personal data is used by our organisation and from our website. Personal data is information that can be used on its own or with other information to identify, contact, or locate a single person i.e. name and contact details. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle the Personal data we collect from you when you use our website or services.

What Personal Data do we collect?

When visiting our website, the only information you will be required to enter is your email address and this is only if you would like to receive our newsletter or other periodic communications.

If you are a client of Patient Advocate, we collect the following data:

- Name
- Address
- Date of birth
- Email Address
- Contact phone number
- GP details
- Consultant and hospital details

What special category (sensitive) Personal information do we collect?

- Health information, this is kept to a minimum; we only collect what is required to enable us to assist you with case management services. I.e. nature of health issue, any medical practitioners you have seen for that condition. We do not keep or need medical notes, reports, results. These will always be kept by your GP and/or consultant. We will, on occasions, need a copy of a referral letter, this will enable us to know who to contact on your behalf and the reason for the referral. All the above will need your explicit written consent.

When and how do we collect your data?

We collect data from you when you subscribe to a newsletter, or if your employer has signed up for Patient Advocate Case Management Services. If you are a new client of Patient Advocate your personal data is transferred to Patient Advocate from your employer at the start of the contract that they have entered with us, this will be in the form of a password protected file. This file can only be opened by the case management team. This information is not shared with anyone else in the Group.

How do we use your data?

We use your email address in order to email you the newsletter if this has been requested on our website. If your employer is a client of Patient Advocate, we use your data to provide case management services. We will only use what is necessary in order to deliver case management services to you. Explicit consent is required from you before we will use your data.

How do we store your data?

If you have signed up for the newsletter on our website, your email address will be stored on our database, for future correspondence.

If your employer is a client of Patient Advocate your data is stored on a secure case management system, that is encrypted using Secure Socket Layer (SSL) and it is only accessible by case managers that are managing your case.

Marketing

We may on occasions use your email address if you signed up for our newsletter via our website to send you other marketing materials that we feel may be of interest to you, however if you do not want to receive any marketing material you have the option to unsubscribe and you will be deleted from our database.

What are your data protection rights?

Patient Advocate would like to make sure you are fully aware of your data protection rights and every user is entitled to the following

- The right to access – You have the right to request the personal data that we hold on you.
- The right to rectification – You have the right to request that we correct any information you believe to be inaccurate or incomplete. In order to keep your data accurate, we would ask you to inform us of any changes i.e. change of address, contact numbers, or any other relevant information.
- The right to erasure (right to be forgotten) – You have the right to request that we erase your personal data under certain conditions. If we are unable to do this, we will contact you to explain the reason.
- The right to restrict processing – You have the right to request that we restrict processing of your personal data, under certain conditions. If we are unable to do this, we will contact you to explain the reason
- The right to object to processing – You have the right to object to us processing your personal data, under certain conditions. If we are unable to do this, we will contact you to explain the reason.
- The right to data portability – You have the right to request that data we have collected is transferred to another organisation or to yourself, under certain conditions. If we are unable to do this, we will contact you to explain the reason.

If you make a request, we have one month to respond to you, if you would like to exercise any of these rights please contact us by the following means.

Email info@patientadvocate.co.uk

Phone +44 (0)20 7160 9735

Write to us at Patient Advocate 1, Cornhill, London EC3V 3ND

How do we protect your information?

We do not use vulnerability scanning and/or scanning to PCI standards.

We only provide articles and information. We never ask for credit card numbers.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information. The system we use requires 2-part identification in the form of username, password and Multi Factor Identification (MFA). This method provides an extra layer of security for our clients and employees. It addresses all the weaknesses associated with just using a username and password, as it requires at least two pieces of identity each piece must come from a different category i.e. something they know, something they have or something they are.

We only collect information that is relevant to your health management and this is kept to a minimum.

Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. We only use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little

different,

look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, it won't affect the user's experience.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personal data or sensitive personal data. If you are an employee of a client of Patient Advocate your personal data will only be shared with relevant health professionals and occupational health advisors, if applicable. If your information needs to be shared with a third-party you will be informed as to who and why your information will be shared, we will need your consent before sharing any information with a third-party.

Third-party links

We do not include or offer third-party products or services on our website.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We do **not** use Google AdSense Advertising on our website.

We do **not** use Google, as a third-party vendor, to serve ads on our site.

We agree to the following:

Users can visit our site anonymously.

We have a Privacy Policy on our website. This appears a link on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes on this page.

You can change your personal information by emailing us at info@patientadvocate.co.uk.

How does our site handle Do Not Track signals?

We honour Do Not Track signals and Do Not Track, plant cookies when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third-party behavioural tracking?

It's also important to note that we do **not** allow third-party behavioural tracking

Children Online Privacy Protection Act

We do not specifically market to anyone under the age of 16 years of age.

Fair Information Practices

Fair Information Practices Principles have played a significant role in the development of data protection laws around the globe.

We will take the following responsive action, should a data breach occur:

We will notify you via email within 7 business days.

SPAM

Recipients of emails have the right to have emails stopped from being sent to them.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions;
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

We agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Honour opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

www.patientadvocate.co.uk

Patient Advocate, 1 Cornhill, London EC3V 3ND United Kingdom.

info@patientadvocate.co.uk

+44 (0)20 7160 9735.

Last Edited 25th January 2020