

Privacy Notice – Text Messaging (SMS)

The Practice may use text messages (SMS) and similar electronic messaging to communicate with you about your healthcare. This can include appointment reminders, requests to book an appointment or review, vaccination or screening invitations, prescription or medication messages, notifications that results are available, links to forms or information, and other messages connected with the delivery or administration of your care. To send a message we use your mobile telephone number and may include limited information needed to make the message useful. Because an SMS can be seen by anyone who has access to your phone, we aim to keep messages proportionate and avoid including unnecessary confidential detail. If you share a phone with another person, have changed your number, or do not want us to use text messaging for routine communications, please tell the Practice.	
1) Data Controller contact details	Aylestone Health Centre
2) Data Protection Officer contact details	Umar Sabat Umar.sabat@ig-health.co.uk
3) Purpose of the processing	To communicate efficiently with patients about their individual healthcare and associated administration. This includes reducing missed appointments, inviting patients for reviews, tests, vaccinations or screening, providing care-related information and links, and supporting two-way communication where the service allows it.
4) Lawful basis for processing	Article 6(1)(e) UK GDPR – processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority. Where a message contains or relates to health information, Article 9(2)(h) UK GDPR applies because the processing is necessary for medical diagnosis, the provision of health or social care or treatment, or the management of health or social care systems and services. The Practice also applies the Common Law Duty of Confidentiality when using confidential patient information. Care-related text messaging is not generally based on consent as the UK GDPR lawful basis, although we will respect reasonable communication preferences and provide alternatives where practicable.
5) Recipient or categories of recipients of the processed data	Authorised Practice staff and the approved messaging supplier(s) used by the Practice to transmit messages. Messaging may be delivered through functionality connected to the Practice's clinical system or another NHS-approved communication provider. Those suppliers process information on the Practice's behalf under appropriate contractual and data-protection arrangements. Mobile network operators

	may also transmit SMS messages as part of normal telecommunications delivery.
6) Rights to object	You may ask the Practice not to use SMS for routine communications and can request another reasonable communication method. Please be aware that opting out of text messaging may mean you receive reminders or other information by another channel and could affect the speed at which routine messages reach you. In some circumstances the Practice may still need to contact you where this is necessary for your care, patient safety or a legal obligation.
7) Right to access and correct	You have the right to request access to personal data relating to text communications that the Practice holds and to ask for inaccurate information, including an incorrect mobile number, to be corrected. Messages that form part of your clinical record may need to be retained as part of that record and will not normally be deleted simply on request.
8) Retention period	Where a text message or the content of a two-way message forms part of your clinical record, it will be retained in line with the NHS Records Management Code of Practice. Technical delivery information may be retained for a shorter period by the Practice or its messaging supplier for operational, audit and security purposes in accordance with the relevant contract and retention arrangements.
9) Right to Complain.	You have the right to complain to the Information Commissioner's Office (ICO). Further information is available at https://ico.org.uk/global/contact-us/ or by calling 0303 123 1113.

Please note the National Data Opt-Out does not apply to processing for your individual care or to the operation of systems needed to provide that care. For further information please see:
<https://www.nhs.uk/your-nhs-data-matters/>

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