**Privacy Policy**

Last amended: 11 December 2023

**Our contact details**

Name: Patient Choice Direct Limited

Registered office address: B1 Westpark, Chelston, Wellington, England, TA21 9FN

Phone Number: 01823 246 803

E-mail: dpo@patientchoice.net

**The type of personal information we collect**

We may currently collect and process the following information:

* **Identity Data** includes first name, last name, preferred pronoun, date of birth, gender, username or similar identifier, title.
* **Contact Data** includes billing address, delivery address, email address and telephone numbers, as well as details of any additional persons for whom copy correspondence is required.
* **Correspondence Data** includes details of your correspondence with us (including medical appliance or health instructions recorded online or over the telephone, and any complaints you have made to our customer services team).
* **Financial Data** includes bank account, payment card details.
* **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us, as well as details of your insurance if your property remains at your own risk and details of the property to which our services relate (as well as the nature of these services).
* **Medical Data** includes details of your GP or clinician or other medical data you provide to us.
* **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
* **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
* **Usage Data** includes information about how you use our website, products and services (including the data obtained from cookies, web logs and other similar technologies that monitor the use of the site).
* **Marketing and Communications** Preferences Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

**How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

* When you make an enquiry to us via completing an online form, phone call or email
* When you make an online sample request or make a purchase via an online transaction
* When you use the site: information about you is recorded and stored when you use the site. See the information about the use of cookies in our relevant policy.

We may also receive personal information indirectly, from the following sources in the following scenarios:

* Your GP or clinician or other source such as nurse, hospital, hospice or similar
* When you have given another organisation your permission to share information, such as a pharmacy, another Dispensing Appliance Contractor or similar.

We use the information that you have given us in order to enable us to make prescription requests from a clinician, deliver products to your home or provide a service that you have requested.

We may share this information with organisations or individuals you have given us access to, such as clinicians, surgeries, hospitals and similar.

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. You can do this by contacting us.**

**(b) We have a contractual obligation.**

**(c) We have a legal obligation.**

**(d) We have a vital interest.**

**(e) We need it to perform a public task.**

**(f) We have a legitimate interest.**

Anyone who receives information from us also has a legal duty to keep this information confidential, subject to legally recognised exceptions.

**How we store your personal information**

When you give us personal information, we take steps to ensure that it’s treated securely.

Customers can be reassured that any payment details are processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions.

We maintain a SSL on our website(s) to ensure that data passed between the web server and browser remains private.

Unless mentioned, other non-sensitive details are transmitted normally over the internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information that you transmit to us, and you do so at your own risk.

Once we receive your information, we make our best effort to ensure its security on our systems through information being handled only on a ‘need-to-know’ basis.

**Your data protection rights**

You have the right to confidentiality under the UK General Data Protection Regulation and the Data Protection Act 2018 and the common law duty of confidence.

We also comply with the NHS Code of Practice on Confidential Information and pharmacists have a requirement under their professional standards to keep records about you confidential, secure and accurate.

All of our staff contracts of employment contain a requirement to keep patient information confidential.

You may choose to opt-out of the NHS using your data for planning and research purposes – please ask for details.

**How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at the address shown above.

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>