

Privacy Notice

Stafford Skincare

Stafford Skincare is a private dermatology and cosmetic clinic, providing advice and medical care for people with skin diseases and skin problems.

This fair processing notice explains why Stafford Skincare collects information about you, and how that information may be used. Stafford Skincare keeps a record about your health, including any treatment or care that you have received previously. The health records may be electronic, on paper or a mixture of both, and we use a combination of working practices and technology to ensure that your information is kept confidential and secure.

Below are details of what information we collect from you, what we do with it, and who it might be shared with.

What information do we collect from you?

- Details about you, such as your name, date of birth, address and contact details
- Your GP's name and address
- Notes about your health and medical condition
- Details about your treatment and care
- Results of investigations such as blood tests and biopsies
- Information received from other health professionals such as a GP referral letter
- Health Insurance details (if applicable)

Usually this information is collected directly from you. Sometimes we receive this information from a GP referral letter; or from a parent when a child attends.

Why do we collect this information?

We collect this information so that we can provide you with medical advice and treatment for your skin condition. Information may also be used within Stafford Skincare for clinical audit to monitor the quality of the service provided.

Under the General Data Processing Regulation 2016, the "lawful basis" under which we collect and use your information is classified as "legitimate interests" and for "medical diagnosis, the provision of health or social care or treatment" – Articles 6(1)(f) and 9(2)(h).

Who might we share your information with?

- Secretary – to type up letters
- General Practitioner – to update your GP on your medical condition
- Private Hospital administrative staff – if arranging an appointment at the hospital
- Other Health Professionals – if you need to be referred to another Health Professional
- Pathology Laboratory – if you have a biopsy or blood tests sent for analysis
- Health Insurance Company – if you have a Health Insurance Policy, when sending the invoice

Stafford Skincare has a legal obligation to keep information about you confidential. We will only ever use or pass on information about you if others involved in your care have a genuine need for it. We will not disclose your information to any third party without your permission unless there are exceptional circumstances (i.e. concerns about the welfare and safety of a child or a vulnerable adult); or where the law requires information to be passed on or shared.

Stafford Skincare does not use your information for marketing purposes.

What do we do with your information?

We use your information to help diagnose and manage your skin condition. We will write to your GP, so that your GP is aware of your skin condition and treatment plan, unless you request us not to do so. You will receive a copy of this letter for your own records.

How long do we keep hold of your information?

The information is kept by Stafford Skincare for 8 years after completion of treatment in adults. For children, the information is kept until the patient's 25th birthday (or 26th if the young person was 17 at the end of treatment).

How do we maintain the confidentiality of your records?

Stafford Skincare is committed to protecting your privacy and will only use information collected lawfully in accordance with:

- Data Protection Act 2018
- General Data Protection Regulation (GDPR) 2016
- Human Rights Act 1998
- Common Law Duty of Confidence (Confidentiality)
- Health and Social Care Act 2012
- NHS Codes of Confidentiality, Information Security and Records Management

How can I access the information you hold about me?

You have the right to request a copy of the information that we hold about you. If you would like a copy of some, or all of your personal information, please email or write to us at the following address:

Dr Anne Ward
Consultant Dermatologist
Stafford Skincare
Borrowcop Lane
Lichfield
Staffordshire WS14 9DG

email: info@stafford-skincare.co.uk

You will need to give adequate information (for example full name, address, date of birth, and details of your request) so that your identity can be verified.

We want to make sure that your personal information is up to date and accurate. You have the right to ask us to correct or remove information you think is inaccurate.

Asking for a copy of the information that we hold about you will not affect your ongoing medical care.

Other websites

Our website contains links to other websites. This privacy notice applies to this website only, so when you link to other websites you should read their privacy notices.

Who is the Data Controller?

The Data Controller, responsible for keeping your information secure and confidential is: Dr Kathleen Anne Ward, Consultant Dermatologist.

Notification

The Data Protection Act 1998 requires organisations to register a notification with the Information Commissioner to describe the purposes for which they process personal and sensitive information. This information is publicly available on the Information Commissioners Office website (www.ico.gov.uk).

Dr Kathleen Anne Ward is registered with the Information Commissioners Office (ICO).

Complaints

Should you have any concerns about how your information is managed by Stafford Skincare, please contact us at the address below:

Dr Anne Ward
Consultant Dermatologist
Stafford Skincare
Borrowcop Lane
Lichfield
Staffordshire WS14 9DG

email: info@stafford-skincare.co.uk

If you are still unhappy following a review by Stafford Skincare you can then complain to the Information Commissioners Office (www.ico.org.uk).

Telephone: 0303 123 1113 (local rate) or 01625 545 745.

Changes to our privacy policy

We keep our Privacy Notice under regular review, and we will place any updates on this web page. This Privacy Notice was last updated on 24th May 2021.