

ASK NHS PRIVACY POLICY

The Ask NHS app is intended for non-emergency issues only. If you have a medical Emergency please dial 999 for appropriate level of care.

We, Sensely UK Ltd, are committed to protecting the privacy and confidentiality of information provided by all users of Ask NHS (the “App”). This privacy policy explains how we use, process and protect the information that you provide to us and forms part of the terms of use that govern your use of the App.

Consent: By registering with the App and accepting these terms, you consent to our use of your personal information as set out in this privacy policy.

What information is collected about me?

The information which we obtain from you may include your:

- Name
- Address
- Date of birth
- NHS Number
- Age
- Gender
- Email address

We also collect sensitive information about you, including your responses to our questions, assessments and any other information which you provide as a result using the App.

Sometimes this will be through readings and information from medical devices such as glucose meters, blood pressure monitors, pulse oximeters, pedometers, ECGs and other approved devices which you may use when using the App.

How may my information be used?

We will only use your information to:

- Deliver the services of this App
- Communicate with you about your use of the App and respond to your enquiries
- Tailor the content and information that we send or display, and personalise help and instructions to improve your experience of the App
- Better understand how users access and use the App, both on an aggregated and individual basis, in order to improve the App and respond to users’ desires and preferences
- Link the data you provide to your NHS Number to allow us to communicate with your health and social care team with your consent
- Undertake systems administration and provide technical support for the App. This might include accessing your data in order to ensure your requests via the App are

being completed

- Auditing the App, including access to the App, to ensure it is safe and secure

Who may my information be shared with?

When you register with the App, your information will be shared with our partner organisations in the following ways:

1. Your name, date of birth, gender and postcode will be sent to our secure servers for storage
2. Your name, date of birth, gender and postcode will be sent to a spine-matching service who will match your details with your NHS Number and return to our secure servers.
3. Your NHS Number will be sent securely to GP systems to link with your patient record number (the GP will not see this)

When you speak to Olivia, your information will be shared with our partner organisations in the following ways:

1. You provide Olivia with information about how you are feeling and your symptoms
2. This information is sent securely to our secure servers for storage
3. This information is sent to our 111 service provider to help us provide the correct signposting to services

When you make an online appointment with your GP through the App, your information will be shared with our partner organisations in the following ways:

1. You provide Olivia with consent to share the results of your conversation
2. This information is then sent securely to the GP practice system and an appointment is made

Will my GP see my information?

We may share your information with your health or social care team in order to help them to provide the best possible care for you. This can only be with those involved in providing your health and social care and only when you confirm, via the App, that you are happy for us to do so.

Will my information be sold to private companies or used for direct marketing?

We will not sell or pass your information on to any third parties for marketing or promotional purposes or for any purposes other than those identified in this policy.

We may provide anonymised statistical information about you relating to the usage of the App (such as usage patterns) to our sharing partners.

If we enter into a joint venture or our business is sold to or merged with another business entity, your information may be disclosed to our new business partners or owners but it will only be used for the purposes identified in this policy.

How is my information kept safe?

Sensely UK Ltd is a registered Data Controller within the UK (ZA194147) and we are committed to compliance with all relevant legislation including the Data Protection Act 1998 / General Data Protection Regulations.

All information that you provide to us will be transmitted to and stored on our secure servers in the UK.

Unfortunately, the transmission of information via the internet can never be completely secure. Although we do our best to protect both your personal data and sensitive personal data, we cannot guarantee the security of your data transmitted to the App; any transmission is at your own risk.

Once we have received your information, we will use strict procedures and security features to prevent unauthorised access such as ensuring that those running reports or performing audits are authorised to do so.

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will only retain your information for a reasonable period or as long as the law requires.

Except as set out in this privacy policy, we will not edit, delete or disclose the contents of your information unless authorised to do so by you or required to do so by law.

Third party analytics

We may use automated devices and applications, such as Google Analytics, to evaluate usage of the App. We also may use other analytic means to evaluate our services. We use these tools to help us improve our services, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal information with these third parties.

How can I access my information?

You have the right to ask us to confirm what information we hold about you and provide you with a copy and to have any inaccuracies corrected. You also have the right to request that we cease processing information where it is causing you harm or where we are using information for direct marketing purposes.

Contact: All comments, queries and requests relating to our use of your information are welcomed and should be addressed to the Data Protection Officer at ig@Sense.ly

By selecting "Agree," I acknowledge that I have read and understand this Policy and I agree that Sensely UK may use and share my information, as described, in the delivery of the App.