



**Be Well Public Health
and Health
Improvement
Services Privacy
Notice**

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This Privacy Notice was last updated in August 2023. It is regularly reviewed and may be updated or revised at any time. Please refer to this page for the most up-to-date information

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes.

1. INTRODUCTION

Our core data protection obligations and commitments are set out in [Wigan Borough Council Primary Privacy Notice](#).

This notice provides additional privacy information for **Be Well Public Health Services**. Wigan Council and organisations who work on behalf of us, collect, store and process personal and sensitive information about Be Well Health Improvement Services. This information enables us to carry out specific functions that we are responsible for.

2. WHAT PERSONAL INFORMATION DO WE COLLECT

In order to carry out activities and obligations as providers of Be Well Public Health and Health Improvement Services we may process the following personal information:

- Name
- Title
- Address
- Email address
- Telephone number
- Name of someone who is close to you
- Geographic codes such as postcodes for the analysis of health inequalities
- Times when we have seen you
- Occupation

Please note that this is not an exhaustive list.

We may also collect, store, and use more sensitive special category personal information. This may include but is not limited to:

- Information from birth certifications received via NHS Digital including date of birth, NHS number and postcode of mother.
- Information about lifestyle behaviours, including data collected from surveys
- Information from National Child Measurement Programme (NCMP)

- Information about your race or ethnicity, religious beliefs, and sexual orientation
- Important information from other health professionals or your family
- Important information from other health professionals, relatives or those who care for you and know you well
- Results from any tests you have had
- Information about your health and what we are doing to help you, in the context of health and social care use, including:
 - GP services
 - Hospital services
 - NHS community services
 - Mental Health Services
 - Be Well Health Advisor Service.
 - Community Link Worker Services

Personal identifiable Information about ethnicity and religion is collected as part of the Be Well Health Advisors Lifestyle Service to ensure the right kind of targeted care and support and equality of services.

3. HOW WE USE PERSONAL INFORMATION

The main purposes for processing your personal information are:

To enable us to carry out specific functions for which we are responsible, such as:

- Control of infection and manage and protect the health of other patients.
- To direct, manage and deliver your care Management of risks to public health.
- National Child Measurement Programme
- NHS Health Check Programme
- Organising and supporting the 0-19 health service and school nursing services
- Organising and supporting the Be Well Health Advisors and Community Link Worker services
- Investigate queries, complaints and legal claims.

Wigan Council Public Health team also uses the information to derive statistics and intelligence, this information is used to:

- Produce assessment of the health and care needs of the population to support the statutory responsibilities of the:
 - Joint Strategic Needs Assessment (JSNA)
 - Director of Public Health Annual Report
 - Health and Wellbeing Strategy
- Identify priorities for action
- Inform decisions on, for example, the design and commissioning of services
- To assess the performance of local health and care system and to evaluate and develop them
- To report summary statistics to national organisations
- Undertake equity analysis of trends, particular for vulnerable groups
- To carry out health research and development through surveys and clinical audits

- To improve and adapt our services to meet the needs of patients and future patients
- Report on service outcomes and impact on health inequalities
- Train and educate healthcare professionals.

These statistics are used in such a way that individuals cannot be identified from them, and personal identifiable details are removed as soon as is possible in the processing of intelligence.

4. LEGAL BASIS FOR PROCESSING

The legal bases we rely on for processing your personal information are:

- It is necessary to perform a task in the public interest, or our official functions which have a clear basis in law.
- The processing is necessary for the purpose of preventative or occupational medicine, the assessment of the working capacity of employees, medical diagnosis, the provision of health or social care or treatment or management of health or social care system
- The processing is necessary for the purposes of carrying out the obligations and exercising specific rights of the controller or of the data subject in the field of employment and social security and social protection law.

5. WHO DO WE SHARE PERSONAL INFORMATION WITH

This data is provided to the Public Health and Health Improvement Services either direct by you or by national and local NHS and Local Authority data services and organisations.

We may share your personal information with the following main partner organisations:

- NHS trusts and hospitals that are involved in your care
- Clinical commissioning groups and other NHS bodies
- General Practitioners (GPs)
- Ambulance Services

Please note that this is not an exhaustive list.

You may be receiving care from other people as well, for example social care services. We may need to share some information about you with them so we can all work together for your benefit, if they have a genuine need for it or we have your permission. Therefore, we may also share your information, subject to strict agreement about how it will be used, with:

- Social care Services
- Education Services
- Voluntary and private sector providers working with the Council.

Confidential Public Health data will only be shared with other local NHS, local authorities, health professionals or care organisations with the permission of the Public Health Caldicott Guardian, once the necessary legal basis has been

established and data protection safeguards have been verified. It will only be shared to ensure that doctors, nurses and other healthcare and social care professionals involved in your care, including those from other organisations, have what they need to decide how best to look after you.



Anyone who receives information from Wigan Council Be Well Public Health and Health Improvement Services is also under a legal duty to keep it confidential. For further information, visit NHS England on how your information is used.

Anonymous data is used wherever possible except where related to your direct care. We sometimes get data that is not already grouped, but where all identifying data (including name, NHS number, and date of birth, date of death, address, and postcode) has been removed so that we can group the data ourselves. For example, we get age in years instead of date of birth, or a code that covers a large geographical area instead of address or postcode. The data may have a 'pseudonym' (or coded reference) attached to it that links it to a particular individual without that individual being identified. This would allow us to understand, for example, how many people had one, two, three or more admissions to hospital.

Sometimes we do need to also use personal data relating to individuals that could allow individuals to be identified. This personal data can include NHS number, date of birth, date of death, address, or postcode. When we do this, it is often because we need to link different sources of information together. For example, we might link data about how many medical problems a person has with hospital admissions and social care data to better understand the impacts this has and enable future planning of services. When we do need to use personal data, we try to remove as much of the detail as possible that could identify an individual. For example, we may use the NHS number but replace date of birth with age in years and addresses with codes that cover larger geographical areas.

National Data Opt Out

Information may only be used for purposes beyond your care when there is a clear legal basis to use this information. All these uses help to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is only used like this where allowed by law.

Most of the time, anonymised data is used for research and planning so that you cannot be identified, in which case your confidential information isn't needed.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information you do not need to do anything. If you do choose to opt out your confidential patient information will still be used to support your individual care.

To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-data-matters

You can find out more about how patient information is used for research at: <https://www.hra.nhs.uk/information-about-patients/> (which covers health and care research); and

<https://understandingpatientdata.org.uk/what-you-need-know>
(which covers how and why patient information is used, the safeguards and how decisions are made).



You can change your mind about your choice at any time.

6. HOW LONG DO WE KEEP PERSONAL INFORMATION

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any future legal, accounting, or reporting requirements. It will be kept in line with the retention periods in the Department of Health Records Management Code of Practice for Health and Social Care Records 2016.

We must continue to retain necessary information in accordance with our corporate records policy to fulfil legal, statutory and regulatory requirements.

7. AUTOMATED DECISIONS

All the decisions we make about you involve human intervention.

8. COOKIES

To find out how we use cookies, please see [Cookies \(wigan.gov.uk\)](#)

9. YOUR RIGHTS

More information on how to seek advice in order to exercise your rights, raise a concern or complain about the handling of your personal information by the council can be found in [Wigan Borough Council Primary Privacy Notice](#).