



**CROMWELL  
HOSPITAL**

# USING YOUR INFORMATION AND KEEPING IT CONFIDENTIAL



## **Data protection and your information**

This leaflet explains why information is collected about you and the ways in which it may be used.

**[bupacromwellhospital.com](http://bupacromwellhospital.com)**

## Personal information

In providing you with our services, Bupa may handle your personal information, which may include sensitive personal information such as medical information. We are very aware that you trust us to keep this information confidential and that is why we comply with UK data protection law and follow medical confidentiality guidelines issued by professional bodies.

## Securing information

We are committed to keeping your personal information secure. We have put in place physical, electronic and operational procedures intended to safeguard and secure the information we collect.

## Information we may hold about you

The information we hold about you may include sensitive personal information. We may collect this information during contacts we have with you or with third parties who provide information about you, and from other sources including your use of websites and other digital platforms.

## When we collect your information

Information about you is collected when you engage with Bupa or the Bupa group of companies either by entering into a contract with Bupa, submitting a query or enquiry, or participating in marketing activity.

We may collect personal information about you from other people when we obtain medical reports, or when we liaise with your family, employer, health professional or other treatment or benefit provider.

## Using your information

We use your personal information to provide you with our services, and to improve and extend our services.

## Sharing information

Information about you may be shared by the companies in the Bupa group to enable us to manage our relationship with you as a Bupa customer and update and improve our records. Bupa works with other individuals and organisations to provide our services to you. This may involve them handling your personal information, which may be done outside of the European Economic Area. We ensure that the confidentiality and security of your personal information is protected by contractual restrictions and service monitoring.

## Keeping information

We will only keep your personal information for as long as is necessary and in accordance with UK law.

## Keeping you informed

The Bupa group would like to let you know more about our products and services. From time to time we might contact you (by post, email, phone or SMS text) with information we think might interest you. If you do not wish to receive marketing information, or at any time you change your mind about receiving these messages, please contact the Bupa UK Information Governance Team, whose contact details can be found below.

## Accessing information

If you are a Bupa Cromwell Hospital patient and would like to know more about how we use your information or if, for any reason, you do not wish to have your information used in any of the ways described here, please speak to the healthcare professionals caring for you. Alternatively, you can contact the office of the Caldicott Guardian\*, c/o Chief Nurse's Office at the hospital. \*Caldicott Guardian is a senior person within the hospital responsible for protecting the confidentiality of patient and service-user information, and enabling appropriate information sharing.

You can also contact the hospital's Medical Records Department at [medrec@cromwellhospital.com](mailto:medrec@cromwellhospital.com) to request a copy of your medical record. We may make a small charge for providing you with this.

We may also ask you to provide additional documentation to confirm your identity, or if you are seeking to access personal information of another individual, proof of their consent or your legal right to receive their personal information.

You can contact your consultant or the Caldicott Guardian to ask us to correct or remove (where justified) any inaccurate information within your medical record.

If you have any data protection queries, aside from your medical record, please contact us at [dataprotection@bupa.com](mailto:dataprotection@bupa.com).

This privacy notice should be read alongside our full privacy notice. The full notice and a list of the trading companies that make up the Bupa group, can be found at [www.bupa.co.uk/privacy](http://www.bupa.co.uk/privacy). By providing your information, you consent to the use of your data and information as described in the full privacy notice and cookie policy. If we make a change to any of the ways in which we process personal information, we will update this notice on [www.bupa.co.uk/privacy](http://www.bupa.co.uk/privacy) so please check back regularly for updates. You can also email [dataprotection@bupa.com](mailto:dataprotection@bupa.com) and ask us to send you the latest version at any time.

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