



Privacy Notice Patient Experience Team

This privacy notice tells you what to expect when your information is processed by the **Patient Experience Team**. You can contact the service at:

Patient Experience Team,
One Talbot Gateway,
Baglan Energy Park,
Baglan, Port Talbot,
SA12 7BR

Telephone 01639 684391

Why are we able to process your information?

We are legally able to process your personal information for Patient Surveys under Article 6.1(e) of the UK General Data Protection Regulation (UK-GDPR) as the processing is necessary for us to perform our official functions as an NHS body. We also process your personal information for Digital Stories under Article 6.1(a) as you have given us your consent to do so.

For what purpose we are processing your information?

We obtain information about you via the Friends and Family feedback test, All-Wales surveys, bespoke surveys and Patient & Family Digital Stories. We collect and process your information to learn when things don't go well and to help improve the services that the Health Board provides.

How long will we store it for?

We will not store personal information for longer than is required. Personal information will be anonymised when it is no longer required in an identifiable format. It will be stored in line with NHS retention guidelines and only for as long as required to complete their purpose. Your information will be stored on our CIVICA feedback system.

Who will we share your information with?

The original feedback format will be shared with internal stakeholders and relevant Health Board staff. Any information shared with external stakeholders (e.g. Welsh Government, CHC's) will be anonymous and any identifiable information removed.

How can I withdraw my consent for Digital Stories?

We will store your Digital Story safely and make it available for use in meetings and training sessions. You will be able to choose if the story is shared more widely on the internet. You may at any time ask us not to use or share your story further. Simply contact us and we will delete all your information to the best of our ability. Please be aware that if your story is published on the internet we cannot guarantee that all copies can be deleted if you withdraw consent.

How can I contact the Data Protection Officer?

The contact details for the Data Protection Officer are outlined below:

Data Protection Officer
Headquarters, Swansea Bay University Health Board
1 Talbot Gateway
Port Talbot
SA12 7BR

Tel: 01639 683336

E-mail: sbu.dataprotectionofficer@wales.nhs.uk

What are your rights in relation to your personal data?

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

- The right to be informed (i.e. this privacy notice)
- The right of access (i.e. getting hold of your own information)
- The right to rectification (i.e. changing any errors)
- To the right to erasure (i.e. if there is a factual error, it should be amended)

- The right to restrict processing (i.e. limit the use of their data while investigation occurs)
- The right to object to processing (in certain circumstances i.e. if it is factually incorrect)

If you want to access your own clinical information, please contact the Access to Health Records Department via accesstorecords@wales.nhs.uk or 01656 752135.

You are not required to pay any charge for exercising your rights. We have one month to respond to you. You also have the right to lodge a complaint with a supervisory authority if you are unhappy about how your data is processed. In the UK, the supervisory authority is the Information Commissioner's Office whose contact details are provided below:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

On-line, live-chat: <https://ico.org.uk/make-a-complaint/your-personal-information-concerns/personal-information-concerns/>
Helpline: 0303 123 1113

Further guidance on how to exercise your rights is available on the ICO website at: <https://ico.org.uk/your-data-matters/>