



# Privacy Notice

## 1. Introduction

This Privacy Notice explains how we collect, use, store, and protect your personal information when you use our **remote healthcare services**. It applies to all patients who access care via telephone, video consultation, online platforms, or digital messaging.

We are committed to protecting your privacy and handling your information transparently, lawfully, and securely in accordance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and relevant healthcare regulations, including **Care Quality Commission (CQC)** requirements.

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## 2. Who We Are (Data Controller)

The organisation providing your care is the **Data Controller** for your personal data.

- **Organisation Name: GPDQ Limited**
- **Service: Remote GP Consultation Services (Online and App-based)**
- **Registered Address: 7 Natal Road, London, N11 2HU**
- **Telephone: 0203 8051781**
- **CQC Registration Number: 1-2233918170**
- **Data Protection Officer (DPO): Zubeda Shaikh**
- **Contact email: [support@gpdq.co.uk](mailto:support@gpdq.co.uk) – marked clearly for Zubeda Shaikh**

If you have any questions about this Privacy Notice or how your data is used, please contact us using the details above.

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## 3. The Personal Data We Collect

We may collect and process the following categories of personal data:

### 3.1 Personal Information

- Name, date of birth, address
- Contact details (telephone number, email address)
- NHS number (if applicable)
- Your NHS GP contact information
- Emergency contact details

### 3.2 Health and Special Category Data

- Medical history and clinical notes
- Symptoms, diagnoses, treatment plans, and prescriptions



- Consultation recordings or transcripts (where applicable)
- Test results and clinical correspondence

### 3.3 Technical and Usage Data

- Login details for patient portals or apps
  - Device information and IP address (where required for security)
  - Appointment records and communication logs
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## 4. How We Collect Your Information

Your information may be collected:

- Directly from you during registration, consultations, or communications
  - Through digital platforms used to deliver remote care
  - From other healthcare professionals involved in your care (with appropriate safeguards)
  - From third parties such as laboratories, pharmacies, or NHS services where relevant
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## 5. How We Use Your Information

We use your personal data to:

- Provide safe and effective remote healthcare services
  - Assess, diagnose, and treat medical conditions
  - Maintain accurate clinical records
  - Communicate with you about appointments, care, and follow-up
  - Issue prescriptions and referrals
  - Ensure patient safety, quality assurance, and clinical governance
  - Comply with legal, regulatory, and professional obligations
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## 6. Lawful Basis for Processing

Under UK GDPR, we process your data using the following lawful bases:

- **Article 6(1)(c)** – Legal obligation
- **Article 6(1)(e)** – Task carried out in the public interest (where applicable)
- **Article 6(1)(b)** – Performance of a contract (for private services)

For health data (special category data), we rely on:

- **Article 9(2)(h)** – Provision of health or social care and treatment

Where consent is required, this will be clearly explained and recorded. You may withdraw consent at any time where consent is the lawful basis.

## 7. Sharing Your Information

We may share your information with:

- Clinicians and healthcare professionals involved in your care
- Laboratories, pharmacies, and diagnostic services
- NHS services, GPs, or other providers where clinically necessary
- Regulatory and professional bodies where legally required
- Trusted third-party service providers who support our IT and digital systems

All third parties are required to protect your information and only use it for authorised purposes. Everyone handling your information is contractually bound to keep it confidential

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## 8. Remote Consultations and Digital Platforms

Remote consultations are delivered using secure, approved digital systems. We take reasonable steps to ensure:

- Data is encrypted where appropriate
- Access is restricted to authorised users
- Systems are monitored for security and performance

You are encouraged to ensure your own device and internet connection are secure and that you attend consultations in a private environment where possible.

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## 9. How We Store and Protect Your Data

We use appropriate **technical and organisational measures** to protect your information, including:

- Secure clinical systems and access controls
- Staff confidentiality agreements and training on data protection best practices
- Policies for data protection, information security, and incident management
- Encryption (to keep your consultations and records private)
- Secure storage managed by verified UK/EEA-based providers
- Regular security audits and systems monitoring

In the event of a data breach that poses a risk to your rights and freedoms, we will notify you and the Information Commissioner's Office (ICO) where required.

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## 10. Data Retention

We retain your personal and health information in line with:

- NHS Records Management Code of Practice (where applicable)
- Professional and regulatory requirements
- Medical records: **kept for 10 years** after your last contact with us
- Payment and billing records: **kept for 7 years**
- Other data (e.g. queries): only kept as long as needed

Your data will not be kept for longer than necessary.

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## 11. Your Rights

Under data protection law, you have the right to:

- Access your personal data (Subject Access Request)
- Request correction of inaccurate or incomplete data
- Request erasure of data (where applicable)
- Restrict or object to certain processing
- Data portability (where relevant)
- Withdraw your consent for non-essential processing
- Lodge a complaint with the Information Commissioner's Office (ICO)

If you want to use any of these rights, or have questions, contact our Data Protection Officer:  
GPDQ Ltd

**Email:** [support@gpdq.co.uk](mailto:support@gpdq.co.uk) *attention of the DPO*

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## 12. Complaints and Concerns

If you have concerns about how your data is used, please contact us first so we can address your concerns promptly.

You also have the right to complain to the **Information Commissioner's Office (ICO)**:

- Website: [www.ico.org.uk](http://www.ico.org.uk)
  - Telephone: 0303 123 1113
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## 13. Cookies and App Data

We use cookies and similar technologies to help our website and app work properly and securely. You can choose which cookies to accept through your browser or our cookie settings.

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## 14. Need More Detail?

You can read our full **Privacy Notice Policy** below for full details on how your data is handled, who we share it with, and how we comply with the law.

If you want a copy in an accessible format (large print, Easy Read, or another language), let us know at [support@gpdq.co.uk](mailto:support@gpdq.co.uk)

### **Full Privacy Notice Policy**

*[Link on website to read full Privacy Notice Policy](#)*

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## 15. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in law, regulation, or our services. The most recent version will always be made available to patients.

**Next Review Date:** 31 December 2026