

Doctorlink Privacy Notice

Doctorlink Limited, is registered in England with company number 10337756 and with registered offices at 10 Upper Berkeley Street, London, England, W1H 7PE.

Doctorlink ceased operating on 31 December 2022, and this Privacy Notice has been updated for the purposes of explaining why we collected, used and the ongoing retention of your personal data.

Doctorlink provided online healthcare solutions, enabling customers to access and use our products and services, such as access medical advice 24/7; signposting to the most appropriate service, appointment booking with the most appropriate clinician, symptom assessments to establish the most appropriate treatment, participate in video consultations, etc.

When operational Doctorlink acted as both data controller and data processor under UK law.

Topics:

- Information collected and handled about you
- Sharing your personal information
- Storing and retention of your data
- Legal Basis
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Information collected and handled about you

The information collected about you:

- name
- date of birth
- sex at birth
- address
- email address
- phone number
- NHS number
- your registered GP
- details of your health
- Outcome of a GP appointment booked via Doctorlink [this information is shared only for limited purposes, and will only be accessed for service provision, product performance, quality and performance monitoring]

Information collected about you will have either been provided directly by you when registering with us, when completing a symptom assessment, etc. by someone else for example practice receptionists, etc. if they completed a symptom assessment for you, on your behalf and with your consent, through the NHS Digital Personal demographic Service (PDS), or from your registered GP's computer system.

As a commercial organisation outside the NHS we provided health services that were accessible through the NHS App and NHS Login. These services are called third party (connected) services.

NHS Digital is the controller for any personal information you provide to NHS Digital to set up your account and verify your identity, they use that personal information solely for that single purpose. For this personal information, our role was a “processor” only and we only acted under the instructions provided by NHS Digital (as the “controller”) when verifying your identity.

The information collected about you enabled the identification of the problem or illness you were experiencing. Based on this information you will have been provided with a recommendation as to the best level of care or course of action. You will then have been required to decide the course of action or level of care you may want to take.

Your NHS number is a unique identifier, which we retrieved from PDS to safely locate your record and not someone else’s in your registered GP’s computer system.

We also used information collected from you to personalise repeat visits, for example when you undertook a symptom assessment one of the first questions is always ‘what is your age’. To save you having to answer this question every time you do the assessment we used the date of birth you supplied to work out your age automatically.

Sharing your personal information

Your personal information may have been shared with your registered GP practice and other health care providers e.g. a pharmacist to enable them to provide you with the most informed level of care possible. This may have included engagement with you or your healthcare provider for the purpose of sharing symptom assessment results, requests you made to your practice using the product and to get feedback on system performance, quality and experience, when required as part of our obligations for ongoing product performance and monitoring.

Doctorlink used the services of a data processor to assist us with some of our data processing, which was done under a contract with direct instruction from us that controls how they will handle personal information and ensured they treated any personal information in line with the General Data Protection Regulation, privacy law, and any other laws that apply.

If we required to by law or regulation, we may disclose information as required to the relevant regulatory body.

Storing and retention of your data

We take all steps necessary to ensure that your personal information is treated securely and in accordance with this privacy notice. Any personal information we store is held on secure servers located in the UK and European Union.

We have a comprehensive Information Security Management System (ISMS) which is ISO 27001 accredited and as such employ best practice security protocols and procedures including encrypting your data in transit and at rest to protect your personal information and prevent unauthorised access to it.

We follow the Records Management Code of Practice for Health and Social Care 2016 records retention schedule published by the Information Governance Alliance for the Department of Health which states that patient records should be retained for 8 years after last use of Doctorlink.

video consultations were not recorded and we do not retain any information used to facilitate Rapid VC video consultations.

Legal basis

When you registered with Doctorlink we asked for your consent to process your personal information in accordance with our Privacy Notice. You may withdraw your consent at any time, however as explained in the above section we will retain your personal data for 8 years.

Enquiries

For general enquiries you can contact us by visiting the Healthhero website and completing the contact us form:

[HealthHero - Simplifying Healthcare Improving Lives](#)

For any questions about the personal information, we hold about you, please contact our Data Protection Officer at:

Data Protection Officer
dataprotection.officer@healthhero.com

Your rights

You have a right to:

- access the information we hold about you;
- correct inaccuracies in the information we hold about you;
- receive a copy of your personal data in an electronic format and require us to provide this information to a third party;
- withdraw any consent you have given to the use of your information;
- complain to the relevant supervisory authority in any jurisdiction about our use of your information

in some circumstances:

- ask us to erase information we hold about you;
- ask us to restrict the use of information we hold about you; and
- object to the use of information we hold about you.

How to make a complaint

You also have the right to raise any concerns about how your personal data is being processed by us with the Information Commissioner's Office (ICO):

<https://ico.org.uk/concerns>

0303 123 1113

Changes to our Privacy Notice

The Privacy Notice will continue to be reviewed and updated as required. The Privacy Notice was last updated on 7 March 2023.