

Cegedim Rx's Health Data Privacy Notice

Cegedim Rx Ltd respects data protection and privacy laws and is committed to protecting the personal data collected through our applications, regardless of how they're accessed. This Privacy Notice describes how we look after this personal data, be it anonymised (data with the identifiable markers irreversibly removed) or pseudonymised (data with the identifiable markers removed but linked to its origin so it may be reversed). This includes the pseudonymised Hospital Episode Statistics (HES) data received from NHS England. It also provides the reader with information regarding privacy rights and how the law protects them.

Our Privacy Notice is provided in a layered format with a glossary of terms to aid understanding.

Purpose of this Privacy Notice

Our Privacy Notice aims to provide Cegedim Rx Health Data customers (GP's, Pharmacies, Hospital's, Optometrist's, Life Science companies, Research organisations, Government bodies, etc.) with information on how we collect and process personal data through the use of anonymised/pseudonymised processes and any defined associated services.

This Privacy Notice supplements the other Cegedim Privacy Notices and is not intended to overwrite them. It is therefore important in order to obtain full transparency around how and why we process your personal data, that they are read in conjunction with one another.

Data Processor & Data Controller as described under Data Protection Legislation.

Cegedim Rx Health Data are described as both Data Processor's and Data Controller's; operating as Data Processors when under contract/national agreement with Data Controllers such as GP's, CCG's, NHS England, Federations, Hospitals, Pharmacist's, etc) and Data Controllers when utilising the anonymised and pseudonymised data we collect for business purposes. Collectively, this means we are responsible for the safe processing of all the data we collect, regardless of the purpose or our position as a processor.

We have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to our Privacy Notices. If there are any questions, including any requests to exercise your legal rights, please contact the DPO using the details below.

Contact Details:

Full name of legal entity: Cegedim Rx Limited

Name of DPO: Justine Wright

Email Address: DPO@cegedimrx.co.uk

Postal Address: Cegedim House, Marathon Place, Leyland, Lancashire, PR26 7QN

ICO Reference Number: Z4925208

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). However, please contact us first to allow us the opportunity to deal with your concerns before approaching the ICO.

Changes to the Privacy Notice & Updating your Details:

This version was last updated on the 10th October, 2023 and historic versions can be obtained by [contacting us](#).

It is important that the personal data is accurate and current. Please keep your clinician and/or service advised of any changes to your name, address or contact details.

Third-Party Links

Our sites may include links to third-party websites, plug-ins and other applications. Clicking on those links or enabling those connections may allow third parties to collect or share data. We do not control these third-party

websites and are not responsible for their privacy statements. When you leave our service, we encourage you to read the Privacy Notice of every website you visit.

The Data we Process

We process personal data for the purposes of supporting essential public health, epidemiological, clinical and health economics research, improvements in healthcare service delivery, treatment, technology appraisals and patient safety monitoring. These purposes include, but are not limited to:

- Service pathway improvements.
- Technology appraisals.
- Early disease diagnosis.
- Identification of unmet need and variation in NHS policy implementation within primary and secondary care.
- Understanding of disease burden.

Hospital Episode Statistics (HES) Data

Hospital Episode Statistics (HES) is an NHS database containing details of all hospital admissions, A&E attendances and outpatient appointments at NHS hospitals in England. This data is collected during a patient's time at hospital and submitted to NHS England (NHSE) for processing and includes information relating to activities, allowing hospitals to be paid for the care they deliver.

Cegedim Rx receives a portion of HES data from NHSE so we may process it in accordance with our Data Sharing Agreement. The data is pseudonymised at source to ensure patient confidentiality is maintained at all times.

HES data is collected in accordance with applicable data protection law. See here for further details: [Hospital Episode Statistics: GDPR information - NHS England](#)

Purpose of Processing HES Data

This data may be processed for the purpose of medical research strictly to perform these types of service:

1. *Data visualisation and benchmarking tools which include:*
 - Presents users with simple views of aggregated care pathways. This allows investigation of the causes of variation in patient pathways and the subsequent impact on service delivery.
 - A dashboard allowing Chief Pharmacists to optimise their use of medicines. It also allows them to monitor their own performance against internal targets and benchmarks against similar hospitals. NHS Trusts are granted access to HES in exchange for continued supply of non-identifiable prescription data and agreement that Cegedim Rx can use the data for further research.
 - A suite of software tools /reports / dashboards, that allows users to perform queries on aggregated HES Data and data from other sources then view graphs and tables. The Data can be used to enable a Trust to compare its performance to other Trusts against a range of clinical indicators and identify where it could make improvements in the delivery of care to patients.
2. *Advanced Statistical Analysis includes:*
 - Diagnostic algorithm development studies (machine learning and artificial intelligence to develop algorithms to diagnose patients)
 - Epidemiology studies (analysis of the distribution patterns and determinants of health & disease conditions in defined populations)
 - Health economics and outcomes research studies (study of the value of treatments and the health benefits they deliver to enable doctors to make decisions about the best treatment pathways for patients)
 - Trust data quality reviews (review of a Trust's coding data quality against recognised NHS standards)

- Clinical trial analysis (to identify trial sites and understand therapies for patients)

Processing Lawful Basis

Cegedim Rx process personal data in line with our goals as part of our Legitimate Interests. This is covered under the GDPR Article 6(1)(f) – *“This work is necessary for the purposes of the legitimate interests pursued by the Controller except where such interests are overridden by the interests or fundamental rights and freedoms of the Data Subject which require protection of personal data, in particular where the Data Subject is a child”*. As set out in our Legitimate Interests assessment - the data requested is to help achieve the following examples:

- Care Pathway Analysis
- Hospital Feedback services
- Benchmarking
- Diagnostic algorithm development studies
- Epidemiology studies
- Health economics and outcomes research studies
- Trust data quality reviews
- Clinical trial analysis

Cegedim Rx use of HES and mortality data is so it may support:

- Essential public health, epidemiological, clinical and health economics research.
- Improvements in healthcare service delivery, treatment, technology appraisals and patient safety monitoring that are complementary to the work performed and products supplied by Cegedim Rx.

By creating a secondary healthcare large scale data resource, we can enable research providing insight in important disease areas, with national coverage over patient population, time and space to understand the patient healthcare clinical experience. The objective of the data analysis is to provide a deeper understanding of actual clinical pathways as seen implemented in the data for all disease areas with a view to elicit the clinical categories of patients as they traverse their care pathway and support understanding the variations in the delivery of care.

The Data Subjects’ interests and fundamental rights are protected through appropriate technical and organisational measure to pseudonymise (remove the identifiable data and replace it with a unique reference code), and by only collecting the data that is required (minimisation of data fields). The data is protected in a secure environment and secure guaranteed destruction of all data, either at the request of NHSE or after a defined period on completion of the project. The data is not used to populate automated decision-making tools.

The lawful basis relied upon to process the data relating to the special category of personal data (relating to the data subjects health) is done so under GDPR Article 9(2)(j) – *“Processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) based on Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the Data Subject”*.

What HES Data is included?

Only substantive employees of Cegedim Rx have access to the pseudonymised HES data which provides non-identifiable details about patients and healthcare professionals dealing with clinical events which have taken place in hospital. These include:

- Clinical information: diagnoses, procedures, operations.
- Additional key information about the patient: year of birth, gender, ethnicity.
- Administrative information: waiting times, dates and methods of admission / discharge.
- Maternity information: gestation, method and date of delivery, complications, birth weight, length of stay.
- Adult Critical Care: high dependency and intensive care dates.
- Outpatient attendance: appointment dates, diagnoses, procedures.

- Accident and Emergency: attendance dates, diagnoses.
- Healthcare Professionals: Type of health care professional dealing with outpatient attendance and main specialty of consultant for inpatient episode.
- Mortality data: Date, location and underlying cause of death.

HES data held by Cegedim Rx contains 6 years of historical data.

Who is the data made available to?

Cegedim Rx expect the following industries to be recipients of any HES and mortality data outputs as described in an accumulated, suppressed form:

- Universities
- Independent researchers/epidemiologists.
- Pharmacies
- Management consulting companies.
- Public Health bodies – Public Health England
- Medical Charities.

N.B: Cegedim does not engage with Insurance Companies.

HES data is not used for commercial purposes such as sales targeting or commercial insurance. There is no personal data transferred to other third countries or international organisations.

HES Study Protocol Review:

For Advanced Scientific Analysis, Cegedim Rx produces bespoke analysis for external organisations on a project-by-project basis.

Research Studies provided via an internal review committee specifically for reviewing projects concerning HES data. If this committee approve the study, it is logged on an access control register and the Cegedim Rx researchers are allowed to access the relevant subset of HES data. The researchers will present the results of their analysis to external organisations in the form of aggregated, small number suppressed tables, compliant with the HES Analysis Guide. These outputs may also take the form of counts, proportions or formulae.

Data Retention:

Cegedim Rx retains data in accordance with UK Medical Research Council (MRC) guidelines which recommend basic research data and related material be retained for a maximum of 10 years after the study has been completed. This is to support good research practice which requires research studies to be reproducible.

Security:

Cegedim Rx has implemented an Information Security Management System. Cegedim Rx are accredited to the ISO 27001 standard and Cyber Essentials Plus.

Cegedim Rx stores the HES data records on secure servers located in the UK. Appropriate security measures have been put in place to prevent unauthorised access to or disclosure of the HES data. Access to the data is strictly controlled and limited to authorised Cegedim Rx personnel.

Patient rights:

Patients are not under a statutory or contractual obligation to provide the personal data. Patients have the right to withdraw consent or opt out via NHS. Patients also have the right to request from NHS the rectification of their data, or restriction of processing of personal data concerning the data subject, or to object to the processing of such personal data, as well as the right to data portability. Patients would need to contact NHS to exercise these rights (<https://www.nhs.uk/your-nhs-data-matters/>).

Changes to this Notice:

We may update this notice from time to time. We encourage you to review this notice periodically to stay informed about how we are using and protecting HES data. Any changes to this notice take effect immediately after being posted or otherwise provided by us.

What types of personal data do we handle?

We process anonymised and pseudonymised information to enable us to support the provision of services to Academia, Independent researchers/epidemiologists, Pharmaceutical companies, Management consulting companies, Public health bodies, Medical Charities.

The types of personal information we use include:

- Anonymised Patient medical records from General Practice (GP) systems
- Anonymised Patient medical records from Pharmacy systems
- Pseudonymised patient level medical and administrative data from NHS England (Hospital Episode Statistics – HES)

How is Personal Data collected?

Data is collected by Healthcare professionals in the process of delivering clinical services to a patient. (Pharmacists and GP's)

All patient medical records are automatically anonymised at source (within the clinical environment) and sent on to Cegedim Rx under specific agreements in place with individual Pharmacies or GP Practices.

HES Data is received directly from NHS England in a pseudonymised format under a specific agreement between Cegedim Rx and NHS England

Where do we collect Personal Data from?

- Manual input by a healthcare professional (from a Pharmacy and GP Practice) at the point of service delivery
- NHS England

Sharing Information

There are a number of reasons why we share information. This can be due to:

- Our obligations to comply with current legislation
- Our duty to comply with our NHS Commissioners
- Consent to disclosure has been provided
- Anonymised and pseudonymised health data is shared with Academia, Independent researchers/epidemiologists, Pharmaceutical companies, Management consulting companies, Public health bodies, Medical Charities.
- Data shared is only under a specific data sharing agreement that exists between Cegedim Rx and the receiving party.

No HES data from NHS England is shared in its raw format, and is only supplied in an aggregated form with small number suppression applied as per the HES Analysis Guidance alongside a specified agreement with a defined purpose

Retaining Information

We will only retain information for as long as necessary. Records are maintained in line with the [NHS England](#) retention schedule which determines the length of time records should be kept.

Security of Information

We take our duty to protect personal information and confidentiality seriously. We are committed to taking all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible.

We have appointed a 'Senior Information Risk Owner' (SIRO) who is accountable for the management of all information assets and any associated risks and incidents, a Data Protection Officer and a 'Caldicott Guardian' who is responsible for the management of patient information and patient confidentiality.

Opting Out

Data Subjects can withdraw consent at any time. However, this will not affect the lawfulness of any processing carried out before consent is withdrawn. Consent can be withdrawn by contacting the clinician (GP, Pharmacy, NHS England)

Change of Purpose

We will only use anonymised and pseudonymised data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If data subjects wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact the clinician (GP, Pharmacy, etc).

Disclosures of your Personal Data

We may have to share anonymised and pseudonymised data with the parties set out below for the purposes set out in this notice

Third Parties as set out in the Glossary.

Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of anonymised and pseudonymised data and to treat it in accordance with the law. We do not allow our third-party service providers to use anonymised and pseudonymised data for their own purposes and only permit them to process the data for specified purposes and in accordance with our instructions.

International Transfers

We do not transfer anonymised or pseudonymised data outside the European Economic Area (EEA).

Data Security

We have put in place appropriate security measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data breach and will notify Data Controllers and any applicable regulator of a breach where we are legally required to do so.

Data Subjects Rights

Under certain circumstances, data subjects have rights under data protection laws in relation to sharing of data. Please click [here](#) to find out more about these rights.

If a data subject wishes to exercise any of these rights, they should contact the Clinician in the first instance.

No fee usually required.

Data Subjects will not have to pay a fee to access their personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if the request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with the request in these circumstances.

Cookies

We may use essential cookies to authenticate users and prevent fraudulent use of user accounts. Information on our cookie policy and the cookies we use can be found in our Cookies Policy.

Glossary Terms of Responsibility

Data Controller

The Data Controller determines the purposes for which and the manner in which any personal data are, or are to be processed.

Data Processor

The Data Processor, in relation to anonymised and pseudonymised data, means any person (other than an employee of the data controller) who processes the data on behalf of the data controller.

Data Subject

A data subject is any person whose personal data is being collected, held or processed.

Lawful Basis

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to provide the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on the data subject (both positive and negative) and their rights before we process anonymised and pseudonymised data for our legitimate interests. We do not use personal data for activities where our interests are overridden by the impact on the data subject (unless we have consent or are otherwise required or permitted to by law). Further information about how we assess our legitimate interests against any potential impact on the data subject in respect of specific activities by contacting the clinician (GP, Pharmacy)

Performance of Contract - means processing data where it is necessary for the performance of a contract.

Comply with a legal or regulatory obligations - means processing personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Third Parties: Internal Third Parties

Other companies in the Cegedim Group acting as joint controllers or processors and who are based in the United Kingdom or France and provide IT and system administration services and undertakes leadership reporting.

External Third Parties

Healthcare providers acting as joint controllers or processors who provide healthcare services, including providing access to consolidated patient records across a multi-site healthcare service provider.

Healthcare providers acting as joint controllers or processors who provide pharmaceutical and/or medicines management products or services.

Healthcare payment intermediaries acting as processors who manage payments and reimbursement to National Health Service (NHS) entities or non-NHS providers in relation to healthcare products or services being provided.

Service providers acting as processors based in the United Kingdom who provide IT and system administration services.

Service providers acting as processors based out of the United Kingdom who provide IT and system administration services.

Third Party Providers

NHS

Cookies Policy

Last updated: 30th June 2022.

Cegedim Rx ("us", "we", or "our") uses cookies on <https://cegedimrx.co.uk> (the "Service"). By using the Service, you consent to the use of cookies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

What are cookies

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

How Cegedim Rx uses cookies

When you use and access the Service, we may place a number of cookie files in your web browser. We use essential cookies on the Service to authenticate users and prevent fraudulent use of user accounts.

What are your choices regarding cookies

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note: If you delete cookies or refuse to accept them, you might not be able to use all of the available features, you may not be able to store your preferences and some of our pages might not display properly.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

- AllAboutCookies: <http://www.allaboutcookies.org/>
- Network Advertising Initiative: <http://www.networkadvertising.org/>