
PRIVACY NOTICE

BACKGROUND:

Ultrasound Diagnostic Services ^{LLP} understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our clients and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Ultrasound Diagnostic Services ^{LLP}

registered in England under company number **OC411368**

Registered address: 148 Harley Street London W1G 7LG

Data Protection Officer: Jill Appleyard

Email address: jill.appleyard@ultrasounddiagnosticservices.london

Telephone number: 0207 9352243

Postal Address: 148 Harley Street London W1G 7LG

We are regulated by Care Quality Commission (CQC) and the Information commissioners Office (ICO)

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 9.
- b) The right to access the personal data we hold about you. Part 8 will tell you how to do this.

- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 9 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 9 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 9.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. **What Personal Data Do You Collect?**

We may collect some or all of the following personal data (this may vary according to your relationship with us)

- Name;
- Date of birth
- Gender
- Ethnicity
- Medical History
- Referring physician
- Address
- Email address

(You will have the option to **opt in** or **opt out** of receiving communication via email)

- Telephone number;
- Medical Insurance details.

6. **How Do You Use My Personal Data?**

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. We will only use your personal data for one of the following things.

- Anonymised imaging for audit and quality control with external agencies
- Providing and managing your account.
- Supplying our services to you. Your personal details are required in order for us to enter into a contract with you
- Communicating with you. This may include responding to emails or calls from you.
- Communicating with your referring obstetric or medical team
- Communicating with laboratories regarding medical tests and investigations
- Communicating with account payment services including insurance companies

All payment details are transmitted over a secure network infrastructure and stored in compliance with Payment Card Industry Data Security Standards (PCI DSS)

5 How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods

- We are required by law to retain maternity records for 25yrs after the birth of the last child
- We are required by law to retain gynaecological records for 8 years after the conclusion of treatment.

6 How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the GDPR with the exception of:-

Medical samples sent to Natera Inc for the purpose of Non-Invasive Prenatal Testing (NIPT). Commonly known as Panorama are sent to San Carlos USA

The data Importer (Natera) maintains physical and technical safeguards for the protection, security, confidentiality and integrity of customer data. Natera regularly monitors compliance with these safeguards as required by the privacy and security rules promulgated under the US health Insurance Portability and Accountability Act of 1996 and GDPR

The security of your personal data is essential to us and to protect your data, we take a number of important measures, including the following:

- Encrypted patient management systems
- Encrypted email service
- Symantec Encryption PGP Universal Server for Laboratory result via (The Doctors Laboratory)

7. Do You Share My Personal Data?

We may sometimes contract with the following third parties These may include Laboratory Services, IT support services, medical insurance and payment processing services, In some cases, those third parties may require access to some or all of your personal data.

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

UDS ^{LLP} Does not under any circumstance use any of your personal information for marketing purposes

8. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 9. To make this as easy as possible for you, a request form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within **10 days** and, in any case, not more than one month of receiving it. Normally, **we** aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date **we** receive your request. You will be kept fully informed of **our** progress.

9. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Jill Appleyard

Email address: Jill.Appleyard@ultrasounddiagnosticservices.london

Telephone number: 0207 9352243 .

Postal Address: 148 Harley Street. London W1G 7LG.

10. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website www.uds.uk.com