

Privacy Notice Wording – OptimiseRx

OptimiseRx	
What is it	OptimiseRx is a system which is fully integrated with your GP Practice patient medical record.
Data Controllers	NHS West Yorkshire Integrated Care Board (NHS WYICB) is the data controller for the OptimiseRx profile (no access to patients' medical records) [Name of your GP Practice] is the data controller for the data we hold about our patients.
Purpose	OptimiseRx supports the delivery of quality, safe and evidenced-based prescribing at the point of care.
Lawful basis	The legal basis for processing your personal information under the General Data Protection Regulation is: Article 6(1)(e) Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and Article 9(2)(h) Processing is necessary for the purposes of preventative or occupational medicine, for assessing the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or management of health or social care systems and services on the basis of Union or Member State law or a contract with a health professional.
Type of information used	OptimiseRx uses existing information saved in your patient medical record to determine if a message should pop-up on the screen to offer advice to the prescriber in relation to the medicine, they are prescribing for you.
Who we will share the information with (recipients)	Personal data does not leave the GP practice clinical system. Only the prescriber at your GP practice will see this information. Your personal data in respect to OptimiseRx is not shared with anyone else. The Medicines Optimisation Team at NHS WYICB will have access to anonymised and aggregated data.
Do we use any processors	Yes. OptimiseRx is provided by First Databank UK Limited.
How we collect (the source) and use the information	Your medical information is input into the clinical system by a member of our GP practice team when we provide you with care. This information is used to provide ongoing direct care to you by the GP practice. The Medicines Optimisation Team at NHS WYICB has access to anonymised and aggregated data for the purpose of developing the system profile which in turn supports improved patient care.
How long we will keep the information	Your GP health record is kept by us in line with the Records Management Code of Practice for Health and Social Care 2021 retention schedule. This sets out that GP Patient Records should be retained for the life of the patient plus at least ten years after death.
Your Rights	With regards to the data protection law you have the right: <ul style="list-style-type: none"> • To be informed about the processing of your information (this notice) • Of access to the information held about you • To have the information corrected in the event that it is inaccurate • To restrict or stop processing • To object to it being processed or used • Not to be subject automated decision-taking or profiling • To be notified of data breaches