

Kensington Group Practice – How we use your email addresses and telephone numbers



Kensington Group Practice
DONEGALL ROAD AND FINAGHY
Medical Centre

The General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) is a regulation by which the European Parliament, the Council of the European Union and the European Commission intend to strengthen and unify data protection for all individuals within the European Union (EU).

What does this mean for me?

This regulation is intended to build upon, and strengthening existing legislation and guidance around data protection.

Part of this involves letting people know how their data is being used.

We may have a record of your email address, if we have received your email address from yourself, a family member, or guardian. We use your email address in two ways:

- It underpins our online services for ordering prescriptions and booking appointments
- We use it to circulate practice newsletters such as this one, or to let you know of significant developments in the practice.

Using your email in this way helps us in providing a stronger, more efficient service to our patients by facilitating access, and making sure our patients are aware of surgery arrangements so they can access care effectively.

It is also a valuable means of communicating Public Health Information, for example around Flu Vaccination. We do not share your email outside the practice eg. for marketing purposes. We generally aim to send around four or five newsletters a year so you are not overloaded with information.

We hope you find our newsletter useful and interesting, and as always, welcome feedback on it. If you do not wish to receive it by email, please let us know by replying “UNSUBSCRIBE” to the emailed newsletter, or speak to reception.

We also keep a record of your phone-numbers.

- These enable us to get in touch with you with matters regarding your care, for example to invite you to a clinic, or to provide advice, or in an emergency.
- Text-messaging can be a very effective means of reaching a large number of patients quickly; eg. To invite for flu vaccinations.
- Holding an accurate mobile phone numbers means you can receive a reminder about an upcoming appointment, and also allows you a convenient means of cancelling this appointment, if you wish.

Maintaining this information again helps ensure we can continue to deliver an effective service to you. Again if you wish not to receive communication by text, please speak to reception, who can flag your record accordingly.