



APMS Ambulance Service Ltd
Unit 8 Stapledon Road,
Orton Southgate,
Peterborough
PE2 6TB
Tel: 01733 567222
Fax: 01733 557070
bookings@apmsambulance.co.uk

PRIVATE PATIENT/CLIENT PRIVACY NOTICE

Dear Sir/Madam

At APMS we strive from our initial contact to provide you with a clear, transparent, high quality service, focusing on a personable care package to suit all your needs while utilising our service, we shall provide you with exact clarification of all information we request, how we intend to use this, how long we shall retain your data and your “data rights”, we are duty bound to provide you with this information as a privately booking client; due to changes in data management regulations.

In order to provide you with any level of service naturally APMS will require some personal information, this will enable us to personalise your care package throughout your transportation needs, in order to obtain and share your information with identified third parties (if any) we shall require your consent (this is explained further within this statement), If you are unable to provide consent personally, we are able to accept this on your behalf providing there is evidence of “power of attorney” for welfare and where appropriate finance, and the original copies can be provided.

Under the general data protection regulations (GDPR 2018), all personal data obtained and held by us must be processed according to a set of core principles. In accordance with these principles, we will ensure that:

- Processing is fair, lawful and transparent**
- Data is collected for specific, explicit, and legitimate purposes**
- Data collected is adequate, relevant and limited to what is necessary for the purposes of processing**
- Data is kept accurate and up to date. Data which is found to be inaccurate will be rectified or erased without delay**
- Data is not kept for longer than is necessary for its given purpose**
- Data is processed in a manner that ensures appropriate security of personal data including protection against unauthorised or unlawful processing, accidental loss, destruction or damage by using appropriate technical or organisation measures**
- We comply with the relevant GDPR procedures for international transferring of personal data**

You have the following rights in relation to the personal data we hold on you:

- The right to be informed about the data we hold on you and what we do with it
- The right of access to the data we hold on you. (Subject Access Requests)
- The right for any inaccuracies in the data we hold on you, however they come to light, to be corrected; where lawfully abiding, this is also known as 'rectification'
- The right to have data deleted in certain circumstances. This is also known as 'erasure'
- The right to restrict the processing of the data
- The right to transfer the data we hold on you to another party. This is also known as 'portability'
- The right to object to the inclusion of any information
- The right to regulate any automated decision-making and profiling of personal data.

Where requesting a transfer to/from a medical facility, we will naturally require information regarding your medical needs, if for any reason these should change on-route staff will update your transfer form with any medical interventions provided. It is normal practice and in your "best interests" staff complete/obtain either a verbal/written handover from the receiving/discharging facility. (verbal handovers are also supported in writing). This information will include personal information such as:

- Personal details such as name, address, phone numbers
- Photograph
- Name and contact details of your next of kin
- Your gender, marital status,
- Information of any disability you have
- Other medical information
- Information regarding appointed power of attorneys
- Bank account details
- Payment rates

And may also include special category data such as:

- Race;
- Ethnic origin;
- Religion;
- Genetics;
- Health; including infectious diseases and resuscitation preferences (this list is not exhaustive)
- Gender; or
- Sexual orientation.

APMS will only ever request personal information that is necessary to provide you with all aspects of your care needs, both present and anticipated. If you choose not to share any information, please be aware that this may inhibit the standard of care we can provide you



with, and in the event of an emergency may prevent us from providing you with necessary life-saving interventions.

Should APMS feel that inadequate information has been provided, and/or subsequently the information you have chosen to provide causes us concern over our ability to perform within our legal boundaries, WE MAY CHOOSE NOT to offer you with any transport facilities.

Initially only relevant transfer details shall be in paper format, this allows staff to make any required alterations (a) at your request and where lawfully abiding and (b) to allow any alterations, should there be a change in your care needs. Once completed this shall be uploaded to our internal electronic document retention system, the original shall be destroyed on-site by an approved confidential data disposal company.

We are required by law to retain all medical transfer details for a period of ten (10) years (or indefinitely where electronic), this information will be held electronically on our internal systems, these are protected by appropriate anti-virus/malware/spyware and firewalls, these systems are routinely checked by an approved third-party IT company. (this third party does not have access to our company content)

Any financial information we hold WILL NOT BE SHARED OUT-WITH of APMS, although will be used for processing any invoicing/service payments, and when complete will form part of your overall transcript.

If you require any further information on how we manage, share and/or store your information, or indeed you wish to make a (subject access request) to gain a copy of your information, please do not hesitate to contact us on the above contact numbers, or for data related queries you can email admin@apmsambulance.co.uk.

Where you have provided consent for APMS to our use of your data, you also have the right to withdraw that consent at any time. This means that we will stop processing your data. However please bear in mind that the overall choice you make may impact significantly upon the safe delivery of care and transportation and may lead to APMS withdrawing our service with immediate effect. (if you require any advice before making any decisions our team are happy to discuss with you any applied impacts your decisions may have on the safe delivery of care and support we can provide)

If you require to initiate a complaint in respect of your data management, you can in the first instance find information on our website apmsambulance.co.uk / [compliments and complaints](#), which will guide you through our internal complaints procedure. Alternatively, please contact us for a complaints form; which you can complete in writing and return to the address above.

However, if you feel we have failed to answer your complaint adequately and/or you think your data rights have been breached, you are able to raise a complaint directly with the (ICO).

You can contact the Information Commissioner's Office, (ICO)
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
or by telephone on 0303 123 1113 (local rate) or 01625 545 745.

